

COM 500 Final Project Guidelines and Rubric

Overview

The final project for this course is the creation of a presentation for a job interview based on a given real-world scenario. The final product represents an authentic demonstration of competency because many potential employers will ask you to showcase your skills with a presentation or portfolio, as well as professional development plans throughout your career. The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Four, Five, and Seven**. The final product will be submitted in **Module Nine**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Evaluate basic communication theory and concepts as a foundation for conveying messages through traditional and new media formats
- Analyze communication methods for informing ethical communication with diverse audiences within global environments
- Illustrate the evolution of communication and cutting-edge technological developments through delivery of strategic messaging solutions
- Evaluate digital media as a tool for collaborating with cross-cultural, networked audiences at the global level
- Analyze unique skill sets, support systems, and available resources in support of educational attainment, career goals, and professional achievement in the communications field

Prompt

Recently, you submitted an application to be considered for a newly created Communication Specialist position at ABC Athletics. This position reports to the Communications Director who has previously worked alone to handle all of the communication needs of the company. Due to increased sales and the many demands aligned with social media and the digital environment, ABC has approved the hiring for this new position.

Within your application, you explained that you are currently pursuing a master's degree in Communication. You were granted an interview with the Communication Director Sally Jones and did very well. You have been asked to come back for a second interview to present a PowerPoint presentation before Ms. Jones, the Human Resources Director, Ron Green, and the owner of the organization, John Smith. During the presentation, you have been asked to cover topics to highlight your current knowledge of Communication, showcase your potential as a contemporary communicator, and to outline your planned development process with the realm of Communication.

Specifically, the following **critical elements** must be addressed:

- I. **Personal Mission Statement and SWOT Analysis**

- A. Compose a **personal mission statement** that defines your career objectives as a communications professional.
- B. Create an outline of **strengths, weaknesses, opportunities, and threats (SWOT)** that can support goal achievement or deter success.
- C. Develop a personal outline for **goal attainment** through delivery of measureable objectives within a specific timeline.

II. **Communication Theory and Concepts**

- A. Illustrate the basic communication theories and concepts within **contemporary communication** efforts. Consider demonstrating examples of global communication, digital communication, and efforts to address diverse, cultural audiences in your response.
- B. Discuss communication theory and concepts and how they impact the core of **traditional communication** efforts (print, radio, TV).
- C. Assess the value of developing **new media messaging strategies** that align with established communication theories and concepts.

III. **Ethical Communication Methods**

- A. Explain the **value of ethics** in delivering accurate and balanced communications in a fast-paced contemporary environment. Support your explanation with specific examples.
- B. Illustrate the need for **empathy and compassion** in creating specific communication efforts in support of culturally diverse audiences to ensure comprehension.
- C. Identify recent, contemporary examples in which ethics were **not considered** in the communication messages, and suggest recommendations for correcting these situations and ensuring that ethical communications are created and distributed in the future.

IV. **Evolution of Communication and Technology**

- A. Select a contemporary advancement in communication technology and explain how this evolution has impacted the **family environment**, relationships, and personal face-to-face communication efforts. Provide examples of both positive and negative outcomes due to this transition.
- B. Assess current communication and technological advancements in the **educational realm**. Provide examples to support your response.
- C. Explain the value of technology in the **classroom** as a mode for delivery of planned educational efforts, and the power of students to obtain scheduled education in the virtual realm.
- D. Explain the evolution of communication and technological advancements in the **contemporary workplace** as a mode for receipt and delivery of strategic messages.
- E. Compare the pros and cons of a digitally connected **always-on** work environment.

V. **Digital Media as Tools**

- A. Identify industry-specific **digital media formats** and explain how they could be incorporated into a communications professional's toolbox.
- B. Evaluate the use of digital media for **networking and collaboration** efforts—for example, its use in humanitarian efforts, international awareness, crises, and so on.
- C. Illustrate the value of digital media for communicating with cross-cultural, diverse **global audiences**.

VI. Goal Planning and Support

- A. Determine your **support system and resources** available to assist you with the accomplishment of your career goals. Consider potential role models, guides, and mentors, as well as any academic resources, professional groups, networks, and societies that could support your goals. Provide a rationale for these determinations.

Deliverables

Milestone	Deliverable	Module Due	Grading
One	Communication Theory and Concepts	Four	Graded separately; Milestone One Rubric
Two	Ethical Communication Models	Five	Graded separately; Milestone Two Rubric
Three	Evolution of Communication and Technology	Seven	Graded separately; Milestone Three Rubric
	Final Submission: Interview Presentation and Speaker Notes	Nine	Graded separately; Final Project Rubric

Final Project Rubric

Guidelines for Submission: Your PowerPoint presentation must be 18–20 slides in length (plus a title slide and references) and must include APA citations where necessary. The speaker notes or transcript that you include with your presentation in a separate Microsoft Word document should be informed by your work on the critical elements outlined and all milestone assignments, as well as instructor feedback you received throughout the course. Include at least three scholarly references outside of the resources given in this course, cited in APA format on the reference slide.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Personal Mission Statement and SWOT Analysis: Personal Mission Statement	Meets “Proficient” criteria, and mission statement is exceptionally clear and contextualized	Composes a personal mission statement that defines career objectives as a communications professional	Composes a personal mission statement that defines career objectives as a communications professional, but statement has issues of clarity, or some objectives are unattainable	Does not compose a personal mission statement that defines career objectives as a communications professional	6
Personal Mission Statement and SWOT Analysis: SWOT	Meets “Proficient” criteria and provides clarifying detail to enhance the SWOT analysis	Creates a SWOT analysis of factors that can support personal goal achievement or deter success	Creates a SWOT analysis of factors that can support personal goal achievement or deter success, but analysis is cursory or has issues of clarity	Does not create a SWOT analysis of factors that can support personal goal achievement or deter success	6

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Personal Mission Statement and SWOT Analysis: Goal Attainment	Meets “Proficient” criteria and demonstrates a sophisticated awareness of how to attain personal goals	Creates a personal outline for goal attainment through delivery of measurable objectives within a specific timeline	Creates a personal outline for goal attainment through delivery of measurable objectives within a timeline but timeline is illogical	Does not create a personal outline for goal attainment through delivery of measurable objectives within a timeline	6
Communication Theory and Concepts: Contemporary Communication	Meets “Proficient” criteria and supports analysis with relevant examples based on scholarly research	Illustrates the basic communication theories and concepts within contemporary communication efforts	Illustrates the basic communication theories and concepts within contemporary communication efforts, but illustration is cursory, or examples provided are not cogent	Does not illustrate the basic communication theories and concepts within contemporary communication efforts	5
Communication Theory and Concepts: Traditional Communication	Meets “Proficient” criteria and supports discussion with multiple relevant examples from scholarly sources	Discusses communication theory and concepts and how they impact the core of traditional communication efforts	Discusses communication theory and concepts as the core of traditional communication efforts, but discussion is cursory or contains inaccuracies	Does not discuss communication theory and concepts as the core of traditional communication efforts	5
Communication Theory and Concepts: New Media Messaging Strategies	Meets “Proficient” criteria and is well-supported with examples sustained via research	Assesses the value of developing new media messaging strategies that align with established communication theories and concepts	Assesses the value of developing new media messaging strategies that align with established communication theories and concepts, but assessment is cursory or contains inaccuracies	Does not assess the value of developing new media messaging strategies that align with established communication theories and concepts	5
Ethical Communication Methods: Value of Ethics	Meets “Proficient” criteria, and implications for the value of ethical communications are supported with comprehensive documented examples via research	Explains the value of ethics in delivering accurate and balanced communications in a fast-paced contemporary environment, and supports explanation with specific examples	Explains the value of ethics in delivering accurate and balanced communications in a fast-paced contemporary environment, but explanation is cursory or does not support with specific examples	Does not explain the value of ethics in delivering accurate and balanced communications in a fast-paced contemporary environment	5

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Ethical Communication Methods: Empathy and Compassion	Meets “Proficient” criteria and provides examples sustained with research and documentation	Illustrates the need for empathy and compassion in creating specific communication efforts in support of culturally diverse audiences to ensure comprehension	Illustrates the need for empathy and compassion in creating specific communication efforts in support of culturally diverse audiences to ensure comprehension, but illustration is cursory, or examples provided are not cogent	Does not illustrate the need for empathy and compassion in creating specific communication efforts in support of culturally diverse audiences to ensure comprehension	5
Ethical Communication Methods: Not Considered	Meets “Proficient” criteria and provides relevant examples sustained with research and documentation	Identifies current, contemporary examples in which ethics were not considered in communication methods, and suggests recommendations	Identifies current, contemporary examples in which ethics were not considered in communication methods, and suggests recommendations, but examples are not cogent, or recommendations are cursory	Does not identify current, contemporary examples in which ethics were not considered in communication methods, and does not suggest recommendations	5
Evolution of Communication and Technology: Family Environment	Meets “Proficient” criteria and uses scholarly research and evidence to defend response	Selects a contemporary advancement in communication technology, explains the impact of the evolution, and provides examples of both positive and negative outcomes	Selects a contemporary advancement in communication technology, explains the impact of the evolution, and provides examples of both positive and negative outcomes, but explanation is cursory or contains inaccuracies, or examples provided are not cogent	Does not select a contemporary advancement in communication technology, explain the impact of the evolution, or provide examples of both positive and negative outcomes	5
Evolution of Communication and Technology: Education Realm	Meets “Proficient” criteria and uses scholarly research and evidence to defend response	Assesses current communication and technological advancements in the educational realm and provides examples to support response	Assesses current communication and technological advancements in the educational realm, but assessment is cursory or contains inaccuracies or does not provide examples to support response	Does not assess current communication and technological advancements in the educational realm	5

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Evolution of Communication and Technology: Classroom	Meets “Proficient” criteria and uses scholarly research and evidence to defend response	Explains the value of technology in the classroom as a mode for delivery of planned educational efforts, and the power of students to obtain scheduled education in the virtual realm	Explains the value of technology in the classroom as a mode for delivery of planned educational efforts, and the power of students to obtain scheduled education in the virtual realm, but explanation is cursory or contains inaccuracies	Does not explain the value of technology in the classroom as a mode for delivery of planned educational efforts, or the power of students to obtain scheduled education in the virtual realm	5
Evolution of Communication and Technology: Contemporary Workplace	Meets “Proficient” criteria and uses scholarly research and evidence to defend response	Explains the evolution of communication and technological advancements in the contemporary workplace as a mode for receipt and delivery of strategic messages	Explains the evolution of communication and technological advancements in the contemporary workplace as a mode for receipt and delivery of strategic messages, but explanation is cursory or contains inaccuracies	Does not explain the evolution of communication and technological advancements in the contemporary workplace as a mode for receipt and delivery of strategic messages	5
Evolution of Communication and Technology: Always-On	Meets “Proficient” criteria and uses scholarly research and evidence to defend response	Compares the pros and cons of a digitally connected always-on work environment	Compares the pros and cons of a digitally connected always-on work environment, but comparison is cursory or contains inaccuracies	Does not compare the pros and cons of a digitally connected always-on work environment	5
Digital Media as Tools: Formats	Meets “Proficient” criteria and provides examples sustained through research and documentation	Identifies industry-specific digital media formats and explains how they could be incorporated into a communications professional’s toolbox	Identifies industry-specific digital media formats and explains how they could be incorporated into a communications professional’s toolbox, but explanation contains inaccuracies	Does not identify industry-specific digital media formats or explain how they could be incorporated into a communications professional’s toolbox	5
Digital Media as Tools: Networking and Collaboration	Meets “Proficient” criteria and uses scholarly research and evidence to defend response	Evaluates the use of digital media for networking and collaboration efforts	Evaluates the use of digital media for networking and collaboration efforts, but evaluation is cursory	Does not evaluate the use of digital media for networking and collaboration efforts	5

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Digital Media as Tools: Global Audiences	Meets “Proficient” criteria and includes contemporary examples of utilization of digital tools for communicating with global audiences, sustained with documentation and scholarly research	Illustrates the value of digital media for communicating with cross-cultural, diverse global audiences	Illustrates the value of digital media for communicating with cross-cultural, diverse global audiences, but illustration is cursory, or examples provided are not cogent	Does not illustrate the value of digital media for communicating with cross-cultural, diverse global audiences	5
Goal Planning and Support: Support System and Resources	Meets “Proficient” criteria and demonstrates a keen awareness of the support system and resources available	Determines the support system and resources that are available to support goal achievement and explains rationale for determinations	Determines the support system and resources that are available to support goal accomplishment, but determinations are illogical, or submission does not contain rationale for choices	Does not determine the support system and resources that are available to support goal achievement	6
Articulation of Response	Presentation and speaker notes are free of errors related to citations, grammar, spelling, syntax, and organization and are presented in a professional and easy-to-read format	Presentation has no major errors related to citations, grammar, spelling, syntax, or organization, and speaker notes are included	Presentation and speaker notes have major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Presentation and speaker notes have critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	6
Total					100%