

	FAIL (<4) < 50%	PASS (4) 50 - 64.9%	CREDIT (5) 65 - 74.9%	DISTINCTION (6) 75 - 84.9%	HIGH DISTINCTION (7) 85 - 100%
Campaign Background (4 marks)	The company background, situation analysis (including the SWOT), campaign objectives, and target audience profile have not been provided in sufficient detail in the required campaign background sections or the details are unclear. Much more detail and/or a clearer discussion is required to demonstrate understanding.	The campaign background is provided in the required sections. However, additional or a clearer discussion of the company and their background, the situation analysis (including the SWOT), campaign objectives and target audience profile is required to demonstrate understanding.	The campaign background is provided in the required sections. However, at times, additional or a clearer discussion of the company and their background, the situation analysis (including the SWOT), campaign objectives and target audience profile is required to demonstrate understanding.	The discussion of campaign background in the required sections provides a good overview of the company and their background, the situation analysis (including the SWOT), campaign objectives and target audience profile, and the detail provided demonstrates good understanding.	The discussion of the campaign background in the required sections provides a very good overview of the company and their background, the situation analysis (including the SWOT), campaign objectives and target audience profile, and the detail provided demonstrates very good understanding.
Social Media Strategy (15 marks)	The social media strategy has not been provided or the details are unclear. The section <u>does not include clear discussions of one or more of the following</u> : the selected zone of social media, the chosen vehicles (channels), at least one specific tactic, the best content for the chosen vehicles (channels), and the specific creative decisions. If these details are provided, they require much more detail and/or a clearer discussion is required to demonstrate understanding. The justification for each decision is not provided or requires much more detail and refining.	The social media strategy has been provided, and <u>includes some details for all of the following</u> : the selected zone of social media, the chosen vehicles (channels), at least one specific tactic, the best content for the chosen vehicles (channels), and the specific creative decisions. Many of the details provided are generic or only vaguely relevant to the specific company, target audience and the campaign objectives. Additional detail or discussion is required to demonstrate understanding.	The social media strategy has been provided, and <u>includes details for all of the following</u> : the selected zone of social media, the chosen vehicles (channels), at least one specific tactic, the best content for the chosen vehicles (channels), and the specific creative decisions. Some of the details require refining to demonstrate stronger relevance to the specific company, target audience and the campaign objectives. At times, additional detail or discussion is required to demonstrate understanding.	The social media strategy has been provided in a clear discussion, and includes <u>details for all of the following</u> : the selected zone of social media, the chosen vehicles (channels), at least one specific tactic, the best content for the chosen vehicles (channels), and the specific creative decisions. The details provided are relevant to the specific company, target audience and the campaign objectives. Sufficient detail has been provided to demonstrate understanding.	The social media strategy has been provided in a clear and succinct discussion, and <u>includes convincing and well thought out details for all of the following</u> : the selected zone of social media, the chosen vehicles (channels), at least one specific tactic, the best content for the chosen vehicles (channels), and the specific creative decisions. The details provided are highly relevant to the specific company, target audience and the campaign objectives. Sufficient detail has been provided to demonstrate very good understanding in a succinct manner.
Scheduling (5 marks)	The details of scheduling have not been provided or are unclear. The discussion does not include details of what the campaign will involve (i.e. quantity and frequency), or if provided, the details are unclear and/or are not explicitly relevant to the campaign decisions in the prior sections of the report. The justification for the scheduling decisions has not been provided or requires refining for clarity. Much more detail and/or a clearer discussion is required to demonstrate understanding.	The details of scheduling have been provided. However, additional or a clearer discussion of what the campaign will involve (i.e. quantity and frequency) is required to demonstrate understanding. Many of the scheduling details provided are generic or vaguely relevant to the specific company, target audience and the campaign objectives. Additional detail or discussion is required to demonstrate understanding.	The details of scheduling have been provided. However, at times, additional or a clearer discussion of what the campaign will involve (i.e. quantity and frequency) is required to demonstrate understanding. Some of the scheduling details require refining to demonstrate stronger relevance to the specific company, target audience and the campaign objectives. At times, additional detail or discussion is required to demonstrate understanding.	The details of scheduling have been provided in a clear discussion, including discussion of what the campaign will involve (i.e. quantity and frequency). The scheduling details provided are relevant to the specific company, target audience and the campaign objectives. Sufficient detail has been provided to demonstrate understanding.	The key details of scheduling have been provided in a clear and convincing discussion of what the campaign will involve (i.e. quantity and frequency). The scheduling details provided are highly relevant to the specific company, target audience and the campaign objectives. Sufficient detail has been provided to demonstrate very good understanding in a succinct manner.

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Budget (5 marks)	The details of the budget have not been provided or are unclear. The types of costs associated with the campaign have not been provided, or if provided, require much more detail and/or a clear discussion to demonstrate understanding. An estimate of the costs has not been provided, or if provided, are <u>not evidence-based</u> and/or are not explicitly relevant to the campaign decisions in the prior sections of the report.	The details of the budget have been provided, including the types of costs and <u>evidence-based estimates</u> for these costs. However, many of the details, costs and estimates provided are generic or vaguely relevant to the specific campaign objectives and other campaign decisions in the prior sections of the report. Additional detail or discussion is required to demonstrate understanding.	The details of the budget have been provided, including the types of costs and <u>evidence-based estimates</u> for these costs. Some of the details, costs and estimates require refining to demonstrate stronger relevance to the specific campaign objectives and other campaign decisions in the prior sections of the report. At times, additional detail or discussion is required to demonstrate understanding.	The details of the budget have been provided in a clear discussion, including the types of costs that are relevant for the campaign and <u>evidence-based estimates</u> for these costs. The costs and estimates provided are relevant to the specific campaign objectives and other campaign decisions in the prior sections of the report. Sufficient detail has been provided to demonstrate understanding.	The key details of the budget have been provided in a clear and convincing discussion, including the types of costs that are relevant for the campaign and <u>evidence-based estimates</u> for these costs. The costs and estimates provided are highly relevant to the specific campaign objectives and other campaign decisions in the prior sections of the report. Sufficient detail has been provided to demonstrate very good understanding in a succinct manner.
Metrics and Measurement (5 marks)	The details of metrics and measurement have not been provided or are unclear. The section does not include clear discussions of one or more of the following: the KPIs, other metrics, and the process of measurement. If provided, these are unclear or not explicitly relevant to the campaign decisions in the prior sections of the report. Much more detail and/or a clearer discussion is required to demonstrate understanding.	The details of the metrics and measures have been provided, including the KPIs, other metrics, and the process of measurement. However, many of the details and discussions of metrics and measures are generic or vaguely relevant to the specific campaign objectives and other campaign decisions in the prior sections of the report. Additional detail or discussion is required to demonstrate understanding.	The details of the metrics and measures have been provided, including the KPIs, other metrics, and the process of measurement. Some of the details and discussions of metrics and measures require refining to demonstrate stronger relevance to the specific campaign objectives and other campaign decisions in the prior sections of the report. At times, additional detail or discussion is required to demonstrate understanding.	The details of the metrics and measures have been provided in a clear discussion, including the KPIs, other metrics, and the process of measurement. The metrics and measures provided are relevant to the specific campaign objectives and other campaign decisions in the prior sections of the report. Sufficient detail has been provided to demonstrate understanding.	The key details of the metrics and measures have been provided in a clear and convincing discussion, including the KPIs, other metrics, and the process of measurement. The measures and metrics provided are highly relevant to the specific campaign objectives and other campaign decisions in the prior sections of the report. Sufficient detail has been provided to demonstrate very good understanding in a succinct manner.
Other Considerations (4 marks)	No other considerations are provided or, if provided, the other considerations are generic, vague or not relevant to the campaign. If provided, the <u>considerations do not meet the requirements</u> (i.e. legislative and/or regulatory aspects, and another consideration that has not been mentioned in the prior sections of the report).	The <u>required considerations</u> (i.e. legislative and/or regulatory aspects, and another consideration that has not been mentioned in the prior sections of the report) have been included but are somewhat vague or generic. Additional detail or discussion is required to demonstrate understanding.	The <u>required considerations</u> (i.e. legislative and/or regulatory aspects, and another consideration that has not been mentioned in the prior sections of the report) have been included but are at times generic. At times, additional detail or discussion is required to demonstrate understanding.	At least two considerations that <u>meet the requirements</u> (i.e. legislative and/or regulatory aspects, and another consideration that has not been mentioned in the prior sections of the report) have been included in a clear discussion. The considerations are also mostly specific to the company and campaign. Sufficient detail has been provided to demonstrate understanding.	At least two well thought out considerations that <u>meet the requirements</u> (i.e. legislative and/or regulatory aspects, and another consideration that has not been mentioned in the prior sections of the report) have been included in a clear and convincing discussion. The considerations are specific to the company and campaign. Sufficient detail has been provided to demonstrate very good understanding in a succinct manner.

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Appendices (5 marks)	All or some of the required appendices have not been included or, if they have been included, they are underdeveloped, or <u>appendices that are not in the list of required appendices are included.</u>	All required appendices have been included but require a higher level of relevance to the chosen company, target audience and/or campaign, and/or additional detail or clarity to demonstrate understanding. <u>Only the required appendices are included.</u>	All required appendices have been included but some require a higher level of relevance to the chosen company, target audience and/or campaign, and/or at times additional detail or clarity to demonstrate understanding. <u>Only the required appendices are included.</u>	All required appendices have been included. Appendices are relevant to the chosen company, target audience and/or campaign and demonstrate good understanding. <u>Only the required appendices are included.</u>	All required appendices have been included. Appendices are very relevant to the chosen company, target audience and/or campaign and demonstrate very good understanding. <u>Only the required appendices are included.</u>
Formatting, Referencing and Communication (2 marks)	Communication is unclear. Many issues with coherence, consistency and/or flow. Many formatting spelling and/or grammatical issues. The critique does not adhere to the formatting requirements. <u>The report is over the 8-page maximum.</u>	Communication is sometimes unclear. Issues with coherence, consistency and/or flow. Many formatting, spelling and/or grammatical issues. The critique sometimes adheres to the formatting requirements. <u>The report is within the 8-page limit.</u>	Communication is mostly clear. Some issues with coherence, consistency and/or flow. Some formatting, spelling and/or grammatical issues. The critique mostly adheres to the formatting requirements. <u>The report is within the 8-page limit.</u>	Communication is clear. Few issues with coherence, consistency and/or flow. Few formatting, spelling and/or grammatical issues. The critique adheres to the formatting requirements. <u>The report is within the 8-page limit.</u>	Communication is very clear. No issues with coherence, consistency or flow. No formatting spelling or grammatical issues. The critique always adheres to the formatting requirements. <u>The report is within the 8-page limit.</u>