

Planning Grid

Due date, grading and format

This assignment is due at the start of class on **Monday, October 26**. This date will allow your professor to demonstrate the grid in class before it is due.

You will receive of a maximum of five points for the goal you articulate. That should be a given – they have already been articulated for you.

You will receive a maximum of five points for spelling, grammar and clarity of thought.

You are being asked to complete a total of 20 boxes on the planning grid. Each box is worth two points and will be graded in this manner.

2 points The answer is satisfactory. *A satisfactory answer is one in which the selection of the public is appropriate to client or the selection of the stake, message or medium is appropriate to each public.*

1 point You are being given partial credit for your answer. *Partial credit will be given when the logic of the answer has some merit, but is otherwise flawed.*

0 points The answer is not satisfactory. *An answer is considered not satisfactory when either the selection of the public is not appropriate to the client or the selection of the stake, message or medium is not appropriate to each public.*

You can receive a maximum of 50 points on this assignment. (The planning grid assignment constitutes 10 percent of your grade in this course.)