

Rubric for Public Relations Project – Journalism 523

Key Components	Novice	Intermediate	Expert
Research	Limited research; research is irrelevant and does not support the project (helping to solve the client's issue or problem)	Research is present and relevant however the research could be more specific to the client's needs by providing a variety of research rather than just peripheral research	Breadth of research adequately represents the issue; research is linked directly to planning
Planning	Lack of planning; planning is void of focus and clarity; plan does not emphasize the client's needs	Planning is evident and focused however the plan needs to be more specific to the client's needs rather than the industry's needs.	The planning is focused on client needs; it clearly defines the client's needs and how to address those needs.
Goals Strategy Objectives	Lack of clearly defined and measurable goals Lack of clearly defined and measurable objectives	The strategy proposed is adequate however goals could be further clarified. Objectives are measurable but are not clearly defined; objectives do not fully meet the needs of the client	Goals are clearly defined, clearly stated and address the client's problem/issue Objectives are clearly defined, clearly stated and address the client's problem/issue
Writing and Organization	Writing is cumbersome, poorly worded and grammatical errors are present; very little organization of thought and are evident here	Writing is clear and concise however there are some issues with the organization and issues with following specific stylistic guidelines.	Writing is clear, concise and error free.