

**DIGITAL MARKETING & PR PLAN | Due: August 2**

*Objective*

Create and present a digital marketing and PR plan that details an organization’s digital marketing/PR goals and the actions necessary to achieve them. Components include:

- Summary/Overview
- Digital Communications Audit (v2)
- Competitive Analysis (v2)
- Goals & Strategies
- Target Market
- Tools
- Implementation & Monitoring
- Tuning
- Budget
- Return on Investment (ROI)

*Requirements*

- Complete a report in any format that successfully communicates the individual components of the assignment’s objective.
- Present the report in class.

*Evaluation*

This assignment is worth a total of 100 points. Please refer to the course syllabus for general evaluation criteria. For this assignment, you will be specifically evaluated on:

	<b>Incomplete Prolific Errors</b>	<b>Poor Work Many Errors</b>	<b>Below Average Several Errors</b>	<b>Average Few Errors</b>	<b>Exceptional No Errors</b>
	0 pts.	4 pts.	8 pts.	12 pts.	16 pts.
<b>G&amp;S</b>					
<b>COMP</b>					
<b>CR</b>					
<b>REQ</b>					
<b>TECH</b>					
<b>PRES</b>	___ / 0 pts.	___ / 5 pts.	___ / 10 pts.	___ / 15 pts.	___ / 20 pts.
<b>TOTAL</b>					

**G&S – Grammar & Spelling** | Proper grammar, punctuation, spelling and use of AP style.

**COMP – Composition** | Well-written, clear and concise work.

**CR – Creativity** | Engages the interest of the reader and/or employs unique content, tools, visuals or approach to the assignment.

**REQ – Requirements** | Fulfills the requirements outlined for this assignment, including the publishing deadline.

**TECH – Technical Skill** | Effective use of technology or tools to achieve the assignment that is free of errors.

**PRES – Presentation** | Delivery of a compelling and informative presentation in class.

Student name: \_\_\_\_\_

Date: \_\_\_\_\_