

# Campaigns Critique Assignment

## Spring 2012

Due: Monday, February 13, 2012

The purpose of this assignment is two-fold: to familiarize students with the organization, scope and depth of JOUR 676 campaigns books and to develop a critical eye for evaluating the works of others. In separate and distinct sections:

- **Evaluate the quality of the research.** Do you feel it was adequate? What was the quality of the analysis? Does it support the plan's recommended goals, objectives and tactics? (20 points)
- **Evaluate the plans targeting.** Are there any primary, intervening or special publics you feel should have been targeted but are not? (10 points)
- **Evaluate the strategic plan.** Are the goals appropriate and do they address the client's needs? Are the objectives properly expressed and are there other strategies you may have employed? Are the tactics appropriate and are there any that may have been overlooked? (30 points)
- **Evaluate the quality of messages delivered.** Review the communications section of the of the plans book – which contains advertisements, posters, scripts, letter, etc. Are they well written and properly edited? Do the plan's collaterals deliver an appropriate, consistent and strategic message? NOTE: These digital versions of the plans books do not contain all of the collaterals that accompanied them, such as video, audio or large display items. Please base your judgments on only those items present in the digital version, including the scripts. (10 points)
- **Evaluate the overall appearance of the book.** Is it an attractive presentation? Did you find spelling, grammar or clarity problems? (10 points)

Twenty points are based on the spelling, grammar and clarity of the document each student submits. Here are the plans books assigned for the Spring 2012 class:

1. Explore Our Heritage (Fall 2009)
2. (Re)Discover Freedom (Fall 2009)
3. Picture Yourself in Our City (Spring 2011)
4. Great Scott! (Spring 2011)
5. The Heartland of Opportunity (Fall 2011)
6. Kansas. Make Yourself at Home (Fall 2011)
7. Find Your Own Space (Fall 2011)

Individual assignments will be announced in class. Accompanying each plans book is that semester's client briefing. You should judge the plans book against the expectations laid out in the client briefing.

A final thought: These are all very good to excellent student plans books. There is much to be admired within them and don't be afraid to say so. However, none of them are perfect. Don't be shy in pointing out any flaws you may find.