

COMM 339 - Campaign Plan - Evaluation Form

Name: _____ Topic: _____ Grade: _____

Introduction (10 pts) _____

Topic

Exigence

Overall goals

Audience (15 pts) _____

(Description of the General Audience)

Segment selection

Segment characteristics linked to persuasive goals

Promotion (30 pts) _____

Identity

Credibility

Case Building

Activation (15 pts) _____

Link between activities, goals and case building

Action steps & follow up

Sample messages - Appendixes

TOTAL _____