

Social Marketing Plan Report Rubric	Points
<p>Social Issue, Background, Purpose, and Focus</p> <ul style="list-style-type: none"> - Clearly identified the social issue/cause/wicked problem. - Background/history leading to the development of the plan. - Use of statistics, secondary/primary data. - Organization/institution involved in the plan. - Campaign purpose. Intended Impact. - Campaign focus. Clearly identify the approach taken to contribute to plan's purpose 	
<p>Situation Analysis</p> <ul style="list-style-type: none"> - SWOT Analysis - Prior similar efforts. What worked and what did not. 	
<p>Target Audiences</p> <ul style="list-style-type: none"> - Detailed description of the primary target audience (psychographics/demographics). - Any additional audience. 	
<p>Behavior Objectives and Target Goals</p> <ul style="list-style-type: none"> - Describe/point out three objective areas. - Measurable goals? 	
<p>Identify Barriers, Benefits & Motivators</p> <ul style="list-style-type: none"> - Identify and discuss the barriers, benefits, and motivators, keeping in mind the target audience. - Discuss the competition and influential others. 	
<p>Positioning Statement</p> <ul style="list-style-type: none"> - Short and precise positioning statement that describes the campaign well. 	
<p>Marketing Mix Strategies</p> <ul style="list-style-type: none"> - Develop Strategies: Product, Price, Place, Promotion 	
<p>Technical</p> <p><i>Cover Page:</i> Does the report include a cover page with the following information? Title of course, Current semester, Group project name/number, Group member names and Cal State L.A. e-mail addresses (in alphabetical order by last name)</p> <p><i>Table of Contents:</i> Does the report include a one-page table of contents that outlines the contents of the report and indicates the corresponding page numbers for the sections?</p> <p><i>Executive Summary:</i> Does the report include a 2-page summary of the highlights from the entire report? Does this section include appropriate subheadings?</p> <p><i>Report Format:</i> Is the final report a maximum of 25 pages, 12-point font, single-spaced, 1-inch margins? Was the final report spiral bound and professional in appearance?</p> <p><i>References:</i> Does the references section cite at least 10 sources of information (with no more than 5 from non-academic web sites)? Do all of the citations utilize the APA publishing format?</p> <p><i>Business Writing:</i> concise, professional, includes header for each section, easy to read, correct use of grammar, no typos, in-text citations and references formatted in APA style.</p>	