

COM 620 Final Project I Guidelines and Rubric

Overview

As a communications professional, you will be required to establish a variety of communication responses to real-world scenarios. The ability to align specific communication responses with preferred mass media formats will ensure that you are able to respond to an array of situations within different workplace environments.

In the first assessment, you will provide a portfolio of strategic written, verbal, and visual mass media communication responses to real-world complex developments across myriad employment realms. In doing so, this will allow you to demonstrate your ability to be innovative and creative with your approach to formulating responses. You will submit content for this through a milestone process and incorporate feedback in the final portfolio project submission. The portfolio will allow you to position yourself as a knowledgeable communication professional and validate your brand identity.

The project is divided into **five milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Three**, **Four**, **Five**, **Six**, **and Seven**. The final product will be submitted in **Module Nine**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Evaluate mass media formats for designing messages to communicate creatively with previously untapped audiences
- Apply innovative communication reasoning for shaping messages and persuading audiences
- Produce strategic written, verbal, and visual communications that align with industry standards via the integration of established communication theory and concepts

Prompt

For the first part of the summative assessment, you will create a diverse portfolio of strategic written, verbal, and visual mass media communication responses to real-world complex developments across myriad employment realms. You will evaluate opportunities to communicate creatively with untapped and disinterested audiences and shape responses to prompt engagement and support. Finally, you will develop communication responses that align with industry standards and incorporate established communication theory and concepts. Your responses will be submitted as milestones and feedback should be applied before your final submission of the portfolio. This portfolio will allow you to position yourself as a knowledgeable communication professional and validate your brand identity.

Specifically, you must address the critical elements listed below. Most of the critical elements align with a particular course outcome (shown in brackets).

I. Mass Media Formats

- A. Explain the **opportunity** to utilize mass media formats in efforts to reach previously untapped audiences in an instantaneous manner.
- B. Identify mass media formats and align specific platforms with exact needs and issues in support of communication best practices.



C. Defend mass media communication as an **effective tool** for promoting awareness, prompting engagement, and receiving feedback and support from targeted audiences.

II. Innovative Communication Responses

In this section, you will demonstrate your ability to be innovative and creative with your approach to formulating responses. To do so, you will need to review Section III as well as the accompanying real-world scenarios. You will later apply these strategies to these same situations.

- A. Evaluate targeted **demographics** and determine **audience** members for delivery of specific mass media communication efforts in support of the real-world situations provided.
- B. Manipulate innovative communication efforts for **disinterested audience members** to prompt engagement and promote a response to complex issues.
- C. Develop a **plan** for communicating with targeted audiences through mass media communication efforts in response to the real-world scenarios provided.

III. Creation of Innovative Communication Responses

In this section, you will integrate your knowledge of innovative and creative communication by creating a series of responses. Each of these critical elements is linked to a scenario that will help you address a unique, industry-related issue. You will review the scenario and then compose an innovative response to be presented to their respective stakeholders. Your responses here will aid in developing your professional brand identity which will be revisited in part two of the summative assessment.

- A. Select a corporate/business (for-profit) environment and create a strategic **internal communication memo** to employees in response to mounting internal rumors as described in the provided scenario. Be sure that your communication memo serves to create transparency and awareness, calm fears, alleviate tension, and elevate employee morale.
- B. Select a U.S.-based car manufacturer and create a **corporate website post** to address a recent business decision regarding the selection of an international car part supplier over a well-respected U.S. supplier as described in the provided scenario. Ensure that your communication underscores the organization's overall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process.
- C. Develop a visual communication **bulletin** (a one-sided, 8.5 x 11 flier suitable for reduction and/or digital sharing and capable of being shared via digital and new media formats) in efforts to create awareness and engage disinterested parties to a public issue. The communication piece will promote awareness for a societal concern or human rights matter, encourage action regarding a healthcare issue, or prompt participation in a political or military process via one of the provided scenarios.
- D. Create a crisis management mass media communication effort to create a strategic **response to the media**. You will create a press release on behalf of your employer, a hospital or healthcare entity of your choice, in response to one of the provided scenarios. Be sure that your response offers transparency to the situation.
- E. Construct a **short** informative **speech** (approximately three to four minutes) to be delivered to stakeholders of two separate organizations as part of a strategic organizational communication as described in the provided scenario. Be sure that you create a speech that will create a positive vibe, dispel rumors, and promote buy-in.



Milestones

Milestone One: Corporate Response to Public Backlash: Website Post

In **Module Three**, you will submit a Corporate Response to Public Backlash: Website Post. In doing this, you will select a U.S.-based car manufacturer and create a **corporate website post** to address a recent business decision regarding the selection of an international car part supplier over a well-respected U.S. supplier as described in the milestone prompt. **This milestone will be graded with the Milestone One Rubric.**

Milestone Two: Corporate Press Release in Response to Healthcare Crisis

In **Module Four**, you will submit a Corporate Press Release in Response to HealthCare Crisis. To do this, you will select a hospital or healthcare entity and respond to one of the scenarios provided in the milestone prompt, responding to media inquiries. **This milestone will be graded with the Milestone Two Rubric.**

Milestone Three: Internal Communication Memo

In **Module Five**, you will select a corporate/business (for-profit) environment and create a strategic **internal communication memo** to employees in response to mounting internal rumors as described in the scenario provided in the milestone prompt. **This milestone will be graded with the Milestone Three Rubric.**

Milestone Four: Nonprofit Visual Communication Bulletin

In **Module Six**, you will develop a visual communication **bulletin** in efforts to create awareness and engage disinterested parties to a public issue via one of the provided scenarios from the milestone prompt. **This milestone will be graded with the Milestone Four Rubric.**

Milestone Five: Oral Speech for Stakeholder Meeting

In **Module Seven**, you will construct a **short** informative **speech** (approximately three to five minutes) to be delivered to stakeholders of two separate organizations as part of a strategic organizational communication as described in the scenario provided in the milestone prompt. **This milestone will be graded with the Milestone Five Rubric.**

Final Submission: Final Draft of Your Portfolio

In Module Nine, you will submit the final version of all revised portions of your assignments as a single portfolio. This project should include all critical elements as outlined in the prompt and incorporate feedback from your instructor on your milestone assignments. It should be a complete, polished artifact containing all of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. This submission will be graded with the Final Project I Rubric.



Deliverables

Milestone	Deliverable	Module Due	Grading
One	Corporate Response to Public Backlash: Website Post	3	Graded separately; Milestone One Rubric
Two	Corporate Press Release in Response to Healthcare Crisis	4	Graded separately; Milestone Two Rubric
Three	Internal Communication Memo	5	Graded separately; Milestone Three Rubric
Four	Nonprofit Visual Communication Bulletin	6	Graded separately; Milestone Four Rubric
Five	Oral Speech for Stakeholder Meeting	7	Graded separately; Milestone Five Rubric
	Final Submission: Visual Strategic Communication Portfolio	9	Graded separately; Final Project I Rubric

Final Project I Rubric

Guidelines for Submission: Each piece of your portfolio of written, verbal, and visual strategic communication efforts should be submitted clearly labeled, and follow individual assignment criteria and adhere to accepted professional standards across the communications realm. Written work should be presented as double-spaced, with 12-point Times New Roman font, unless otherwise noted within the assignment criteria.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Mass Media	Meets "Proficient" criteria and	Explains the opportunity to utilize	Explains the opportunity to utilize	Does not explain the opportunity	10.6
Formats:	demonstrates a sophisticated	mass media formats to reach	mass media formats to reach	to utilize mass media formats to	
Opportunity	awareness of the capabilities of	untapped audiences	untapped audiences	reach untapped audiences	
[COM-620-01]	mass media formats	instantaneously	instantaneously, but explanation is	instantaneously	
			cursory or contains inaccuracies		
Mass Media	Meets "Proficient" criteria and	Identifies mass media formats in	Identifies mass media formats in	Does not identify mass media	10.6
Formats: Exact	demonstrates a sophisticated	alignment with exact needs and	alignment with exact needs and	formats in alignment with exact	
Needs and	awareness of the capabilities of	issues in support of communication	issues, but formats identified are	needs and issues in support of	
Issues	mass media formats	best practices	not all in support of communication	communication best practices	
[COM-620-01]			best practices		



Mass Media	Meets "Proficient" criteria and cites	Defends mass media as an effective	Defends mass media as an effective	Does not defend mass media as	10.6
Formats:	specific, relevant examples to	communication tool for promoting	communication tool for promoting	an effective communication tool	
Effective Tool	substantiate claims	awareness, prompting engagement,	awareness, prompting engagement,	for promoting awareness,	
[COM-620-01]		and receiving feedback and support	and receiving feedback and support	prompting engagement, and	
		from targeted audiences	from targeted audiences, but	receiving feedback and support	
		G	defense is weak or defense contains	from targeted audiences	
			inaccuracies		
Innovative	Meets "Proficient" criteria and	Evaluates targeted demographics	Evaluates targeted demographics,	Does not evaluate targeted	10.6
Communication	demonstrates a keen awareness of	and accurately determines audience	but does not accurately determine	demographics and determine	
Responses:	the advantages and limitations of a	members for specific mass media	audience members for specific mass	audience members for specific	
	variety of mass media	communications	media communications	mass media communications	
and Audience	communication types				
[COM-620-02]					
Innovative	Meets "Proficient" criteria and	Manipulates innovative	Manipulates innovative	Does not manipulate innovative	10.6
Communication	demonstrates an insightful	communication efforts for	communication efforts for	communication efforts for	
Responses:	awareness of how to garner interest	disinterested audience members to	disinterested audience members to	disinterested audience members	
Disinterested	and generate responses	prompt engagement and promote a	prompt engagement and promote a	to prompt engagement and	
Audience		response to complex issues	response to complex issues, but	promote a response to complex	
Members			changes made are cursory or	issues	
[COM-620-02]			illogical		
Innovative	Meets "Proficient" criteria and plan	Develops a plan for communicating	Develops a plan for communicating	Does not develop a plan for	10.6
Communication	developed demonstrates a complex	with targeted audiences through	with targeted audiences through	communicating with targeted	
Responses: Plan	grasp of how to communicate with	mass media communication efforts	mass media communication efforts	audiences through mass media	
[COM-620-02]	a targeted audience in a variety of	in response to the real-world	in response to the real-world	communication efforts in	
	situations	scenarios provided	scenarios provided, but plan is	response to the real-world	
			illogical or cursory	scenarios provided	
Creation of	Meets "Proficient" criteria and	Creates a strategic internal	Creates a strategic internal	Does not create a strategic	6.36
Innovative	memo demonstrates an insightful	communication memo to	communication memo to	internal communication memo to	
Communication	awareness of the intended audience	employees in response to mounting	employees in response to mounting	employees in response to	
Responses:	and the intended goals	internal rumors that creates	internal rumors that creates	mounting internal rumors that	
Internal		transparency and awareness, calms	transparency and awareness, calms	creates transparency and	
Communication		fears, alleviates tension, and	fears, alleviates tension, and	awareness, calms fears, alleviates	
Memo		elevates employee morale	elevates employee morale, but	tension, and elevates employee	
[COM-620-03]			memo is cursory or ineffective in its	morale	
			goals		



Creation of Innovative Communication Responses: Corporate Composition of Innovative Communication Responses: Corporate Composition of Innovative Communication American Subletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and plan Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and uses Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and uses Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and uses Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and uses Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and uses Innovative Communication Responses: Bulletin (COM-620-03) Meets "Proficient" criteria and uses Innovative Communication Responses: Bulletin (COM-620-03) Meets						
Communication Responses: Corporate Website Post (COM-620-03) Avairances of the intended goals overall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process the organization's overall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process, but post is ineffective in providing transparency or is cursory the organization's coverall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process, but post is ineffective in providing transparency or is cursory Does not develop a visual communication bulletin in efforts to create and the intended audience and the intended goals Does not develop a visual communication bulletin in efforts to reate a public issue, but bulletin is ineffective in engaging intended audience. Does not create a communication consulting to create a parties to a public issue, but bulletin is ineffective in engaging intended audience. Creates a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation, but effort is cursory or is ineffective in offering transparency to the situation. Does not create a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation, but effort is cursory or is ineffective in offering transparency to the situation. Does not create a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation, but effort is cursory or is infertedive in organizations as part of a strategic organization	Creation of	Meets "Proficient" criteria and post	Creates a corporate website post	Creates a corporate website post	Does not create a corporate	6.36
Responses: Corporate Website Post [COM-620-03] Creation of Innovative Communication Responses: Bulletin (COM-620-03) Creation of Innovative Communication Responses: Response to Meets "Proficient" criteria and plan demonstrates an insightful awareness of the intended audience and the intended goals Meets "Proficient" criteria and plan demonstrates and plan demonstrat	Innovative	demonstrates an insightful	that underscores the organization's	that underscores the organization's	website post that underscores	
Creation of Innovative Communication of Responses: Response to Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and plan demonstrates an insightful awareness of the intended audience and the intended goals Meets "Proficient" criteria and plan demonstrates an insightful awareness of the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and udience and the intended goals Meets "Proficient" criteria and uservate and respond to the	Communication	awareness of the intended audience	overall commitment to retention of	overall commitment to retention of	the organization's overall	
Website Post (COM-620-03) Wendor selection process Vendor selection process, but post is ineffective in providing transparency or is cursory	Responses:	and the intended goals	U.S. suppliers and provides	U.S. suppliers and provides	commitment to retention of U.S.	
Creation of Innovative Communication Responses: Bulletin (COM-620-03) Creation of Innovative Communication Communication A Meets "Proficient" criteria and bulletin in attempt to create and the intended goals Develops a visual communication bulletin in attempt to create awareness of the intended goals Develops a visual communication bulletin in attempt to create awareness and engage disinterested parties to a public issue parties to a public issue, but bulletin in sterested parties to a public issue, but bulletin is ineffective in engaging intended audience and the intended goals Octavity of the parties of a public issue, but bulletin in attempt to create awareness and engage disinterested parties to a public issue, but bulletin is ineffective in engaging intended audience admonstrates an insightful awareness of the intended audience and the intended goals Octavity of the intended goals Octavity	Corporate		transparency with regards to the	transparency with regard to the	suppliers and provides	
Creation of Innovative Communication Responses: Bulletin surpression of Innovative Communication Responses: Bulletin surpression of Innovative Communication of Innovative	Website Post		vendor selection process	vendor selection process, but post is	transparency with regards to the	
Creation of Innovative Communication Responses: Bulletin COM-620-03 Creation of Innovative Communication Responses: Bulletin COM-620-03 Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Responses: Response to Media (COM-620-03) Creation of Innovative Communication Communication Responses: Short Speech Communication Response	[COM-620-03]			ineffective in providing	vendor selection process	
Innovative Communication Responses: Bulletin awareness of the intended audience awareness and the intended goals awareness and engage disinterested and the intended goals awareness and engage disinterested and the intended goals arties to a public issue arties to a public issue awareness and engage disinterested aparties to a public issue awareness and engage disinterested aparties to a public issue bulletin is ineffective in engaging intended audience awareness and engage disinterested aparties to a public issue bulletin is ineffective in engaging intended audience awareness and engage disinterested aparties to a public issue bulletin is ineffective in engaging intended audience creates a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation the intended goals bulletin in attempt to create a wareness and engage disinterested aparties to a public issue bulletin is ineffective in engaging intended audience creates a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation				transparency or is cursory		
Articulation of Responses: Short Speechs Innovative Communication Responses: Responses: Responses: Responses: Responses: Responses: Response to Media [COM-620-03] Creation of Innovative Communication Responses: Response to Media [COM-620-03] Creation of Media [COM-620-03] Creation of Neets "Proficient" criteria and plan demonstrates an insightful awareness of the intended audience and the intended goals Creation of Neets "Proficient" criteria and plan demonstrates an insightful awareness of the intended audience and the intended goals Creation of Neets "Proficient" criteria and uses and engage disinterested parties to a public issue Creates a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation, but effort is cursory or is ineffective in offering transparency Communication Responses: Short Speech COM-620-03] Articulation of Response Response Short Speech Communication of Response Short Speech Communication of Response Short Speech Communication of Response Communication of Response Short Speech Communication of Response Communication effort to create a strategic response to the media that offers transparency to the situation of the response to the media that offers transparency to the situation of the create a strategic response to the media that offers transparency to the situation of the create a strategic response to the me	Creation of	Meets "Proficient" criteria and	Develops a visual communication	Develops a visual communication	Does not develop a visual	6.36
Responses: Bulletin [COM-620-03] Creation of Innovative Communication Responses: Responses: Responses: Responses: Responses: Responses to Media [COM-620-03] Creation of Innovative Communication Responses: Re	Innovative	bulletin demonstrates an insightful	bulletin in attempt to create	bulletin in attempt to create	communication bulletin in efforts	
Sulletin COM-620-03 Meets "Proficient" criteria and plan demonstrates an insightful awareness of the intended audience and the intended goals and the intended goals Creates a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation Meets "Proficient" criteria and uses and the intended goals Meets "Proficient" criteria and uses (Communication for the situation Meets "Proficient" criteria and uses (Innovative Communication for Innovative Communication establish expertise and respond to the corporate decision COM-620-03 COM-620-03	Communication	awareness of the intended audience	awareness and engage disinterested	awareness and engage disinterested	to create awareness and engage	
Creation of Innovative Communication Responses: Response to Media Commence and the intended goals Creates a crisis management mass media communication effort to the situation Create a strategic response to the media that offers transparency to the situation Create a strategic response to the media that offers transparency to the situation Create a strategic response to the media that offers transparency to the situation, but effort is cursory or is ineffective in offering transparency	Responses:	and the intended goals	parties to a public issue	parties to a public issue, but bulletin	disinterested parties to a public	
Creation of Innovative Communication Responses: Response to Media [COM-620-03] Creation of Innovative Communication Response to Media [COM-620-03] Creation of Innovative Communication Response to Media [COM-620-03] Creation of Innovative Communication of Responses: Short Speech [COM-620-03] Articulation of Response Responses to Macticulation of Response to Macticulation of Innovative Communication that creates a positive wibe, dispelling and articulation of Innovative organization and is presented in a professional and easy to read format Creates a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation, but effort is cursory or is ineffective in offernity cursory or is ineffective in offering transparency Constructs a short informative speech to be delivered to stakeholders of two separate organizations as part of a strategic organizational communication, but speech is cursory or is ineffective in creating a positive vibe, dispelling rumors, or promoting buy-in Articulation of macticulation of main ideas Creates a crisis management mass media comm	Bulletin			is ineffective in engaging intended	issue	
Innovative Communication Responses: Response to Media [COM-620-03] Creation of Innovative Communication Responses: Short Speech [COM-620-03] Articulation of Response Response Response Responses: Short Speech [COM-620-03] Articulation of Response Response Response Response Response Short Speech [COM-620-03] Articulation of Response Response Response Response Response Response: Short Speech [COM-620-03] Articulation of Response Respo	[COM-620-03]			audience		
Communication Responses: Response to Media [COM-620-03] Creation of Innovative Communication Responses Short Speech [COM-620-03] Articulation of Response Submission is free of errors related to citations, grammar, syntax,, and organization and is presented in a professional and easy to read format Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, or organization and is presented in a professional and easy to read format Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, or organization and is presented in a professional and easy to read format Articulation of Response Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, or organization and is presented in a professional and easy to read format Articulation of Submission is free of errors related to citations, grammar, spelling, syntax, or organization and articulation of main ideas Articulation of the situation of the situation, but the situation, but the situation, but effect its cursory or is ineffective in offering stated to stakeholders of two separate organization and is strategic organization and is that offers transparency to the stitution, but the situation, but the situation, but effort is cursory or in ineffective in offering stated to stakeholders of two separate	Creation of	Meets "Proficient" criteria and plan	Creates a crisis management mass	Creates a crisis management mass	Does not create a crisis	6.36
Response to Media [COM-620-03] Creation of Responses: Short Speech [COM-620-03] Articulation of Response Response Response Response Response Response Response Response Response Response: Short Speech [COM-620-03] Articulation of Response Respo	Innovative	demonstrates an insightful	media communication effort to	media communication effort to	management mass media	
Response to Media COM-620-03	Communication	awareness of the intended audience	create a strategic response to the	create a strategic response to the	communication effort to create a	
Signature Sign	Responses:	and the intended goals	media that offers transparency to	media that offers transparency to	strategic response to the media	
Creation of Innovative Communication Responses: Short Speech [COM-620-03] COM-620-03	Response to		the situation	the situation, but effort is cursory or	that offers transparency to the	
Creation of Innovative Industry-specific language to establish expertise and respond to the corporate decision COMM-620-03] Articulation of Response Response Response Response Response Response Articulation of Response Respon	Media			is ineffective in offering	situation	
Innovative Communication Responses: Short Speech [COM-620-03] Articulation of Response Response Response Response Response Articulation of Response Response Response Response Articulation of Response Response Response Articulation of Response Response Response Articulation of Response Response Articulation of Response Art	[COM-620-03]			transparency		
Communication Responses: Short Speech [COM-620-03] Articulation of Response Response Submission is free of errors related to citations, grammar, syntax, and organization and is presented in a professional and easy to read format Submission is free of errors The corporate decision Stakeholders of two separate organizations as part of a strategic organization and is prositive vibe, dispelling rumors, or promoting buy-in Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas delivered to stakeholders of two separate organizations as part of a strategic organizational communication, but speech is cursory or is ineffective in creating a positive vibe, dispelling rumors, or promoting buy-in Submission has major errors related to citations, grammar, syntax, or organization that negatively impact readability and articulation of main ideas 4.6	Creation of	Meets "Proficient" criteria and uses	Constructs a short informative	Constructs a short informative	Does not construct a short	6.36
Responses: Short Speech [COM-620-03] Articulation of Response Response Response Response Response The corporate decision The corporation of a strategic The corpor	Innovative	industry-specific language to	speech to be delivered to	speech to be delivered to	informative speech to be	
Short Speech [COM-620-03]	Communication	establish expertise and respond to	stakeholders of two separate	stakeholders of two separate	delivered to stakeholders of two	
[COM-620-03] creates a positive vibe, dispels rumors, and promotes buy-in creating a positive vibe, dispelling rumors, or promoting buy-in promote buy-in Articulation of Response syntax, and organization and is presented in a professional and easy to read format creates a positive vibe, dispelling rumors, or promoting buy-in positive vibe, dispelling promote buy-in Submission has no major errors related to citations, grammar, spelling, syntax, or organization negatively impact readability and articulation of main ideas speech is cursory or is ineffective in creating a positive vibe, dispelling promote buy-in Submission has major errors related to citation that creates a positive vibe, dispelling promote buy-in Submission has major errors related to citations, grammar, spelling, syntax, or organization that spelling, syntax, or organization that prevent understanding of articulation of main ideas ideas	Responses:	the corporate decision	organizations as part of a strategic	organizations as part of a strategic	separate organizations as part of	
rumors, and promotes buy-in creating a positive vibe, dispelling rumors, and promote buy-in promote buy-in Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format rumors, and promotes buy-in Submission has no major errors related to citations, grammar, spelling, syntax, or organization that spelling, syntax, or organization articulation of main ideas rumors, and promote buy-in Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas rumors, and promote buy-in Submission has critical errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	•		-		a strategic organizational	
Articulation of Response	[COM-620-03]		creates a positive vibe, dispels	speech is cursory or is ineffective in	communication that creates a	
Articulation of Response to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format Submission has no major errors related to citations, grammar, syntax, or organization articulation of main ideas Submission has major errors related to citations, grammar, syntax, or organization that negatively impact readability and articulation of main ideas Submission has major errors related to citations, grammar, syntax, or organization negatively impact readability and articulation of main ideas			rumors, and promotes buy-in	creating a positive vibe, dispelling	positive vibe, dispel rumors, and	
Response to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format related to citations, grammar, spelling, syntax, or organization syntax, or organization negatively impact readability and to read format related to citations, grammar, spelling, syntax, or organization negatively impact readability and articulation of main ideas related to citations, grammar, spelling, syntax, or organization that negatively impact readability and ideas					· · ·	
syntax, and organization and is presented in a professional and easy to read format syntax, or organization presented in a professional and easy to read format syntax, or organization syntax, or organization that negatively impact readability and articulation of main ideas spelling, syntax, or organization that negatively impact readability and ideas	Articulation of	Submission is free of errors related	Submission has no major errors	Submission has major errors related	Submission has critical errors	4.6
presented in a professional and easy to read format negatively impact readability and to read format negatively impact readability and articulation of main ideas	Response		related to citations, grammar,	to citations, grammar, spelling,		
to read format articulation of main ideas ideas		syntax, and organization and is	spelling, syntax, or organization	syntax, or organization that	spelling, syntax, or organization	
		1.		negatively impact readability and	that prevent understanding of	
Total 100%		to read format		articulation of main ideas	ideas	
					Total	100%