

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 Formats: Opportunity [COM-620-01]	Meets “Proficient” criteria and demonstrates a sophisticated awareness of the capabilities of mass media formats	Explains the opportunity to utilize mass media formats to reach untapped audiences instantaneously	Explains the opportunity to utilize mass media formats to reach untapped audiences instantaneously, but explanation is cursory or contains inaccuracies	Does not explain the opportunity to utilize mass media formats to reach untapped audiences instantaneously	10.6
Mass Media Formats: Exact Needs and Issues [COM-620-01]	Meets “Proficient” criteria and demonstrates a sophisticated awareness of the capabilities of mass media formats	Identifies mass media formats in alignment with exact needs and issues in support of communication best practices	Identifies mass media formats in alignment with exact needs and issues, but formats identified are not all in support of communication best practices	Does not identify mass media formats in alignment with exact needs and issues in support of communication best practices	10.6

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

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Creation of Innovative Communication Responses: Corporate Website Post [COM-620-03]	Meets “Proficient” criteria and post demonstrates an insightful awareness of the intended audience and the intended goals	Creates a corporate website post that underscores the organization’s overall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process	Creates a corporate website post that underscores the organization’s overall commitment to retention of U.S. suppliers and provides transparency with regard to the vendor selection process, but post is ineffective in providing transparency or is cursory	Does not create a corporate website post that underscores the organization’s overall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process	6.36
Creation of Innovative Communication Responses: Bulletin [COM-620-03]	Meets “Proficient” criteria and bulletin demonstrates an insightful awareness of the intended audience and the intended goals	Develops a visual communication bulletin in attempt to create awareness and engage disinterested parties to a public issue	Develops a visual communication bulletin in attempt to create awareness and engage disinterested parties to a public issue, but bulletin is ineffective in engaging intended audience	Does not develop a visual communication bulletin in efforts to create awareness and engage disinterested parties to a public issue	6.36
Creation of Innovative Communication Responses: Response to Media [COM-620-03]	Meets “Proficient” criteria and plan demonstrates an insightful awareness of the intended audience 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	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	Does not create a crisis management mass media communication effort to create a strategic response to the media that offers transparency to the situation	6.36
Creation of Innovative Communication Responses: Short Speech [COM-620-03]	Meets “Proficient” criteria and uses industry-specific language to establish expertise and respond to the corporate decision	Constructs a short informative speech to be delivered to stakeholders of two separate organizations as part of a strategic organizational communication that creates a positive vibe, dispels rumors, and promotes buy-in	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	Does not construct a short informative speech to be delivered to stakeholders of two separate organizations as part of a strategic organizational communication that creates a positive vibe, dispel rumors, and promote buy-in	6.36
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	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	4.6
Total					100%