

## JOU 348: EMERGING MEDIA IN ADVERTISING AND PUBLIC RELATIONS

Assignment: Analysis Salon Paper + Presentation

Point Total: 50 + 50

**Overview:** This 1-page single-spaced executive summary outline and presentation will ask students to choose a particular company and analyze its social reputation within the realm of emerging technologies.

**Components:** This paper and presentation is the pre-cursor to the final project, and should be treated as such. This project will include:

- **Abstract:** This will be a brief overview of the project and the goal of the project
- **Methodology:** This will explain how the student plans on collecting information in a very specific and detailed way.
- **Overview:** The student will explain the campaign being tracked and demonstrate early statistical or qualitative analysis that suggests the methodology is sound in terms of collecting data.
- **Theoretical Framework Analysis:** This section should include the theoretical concepts discussed in the class that the student plans to test and analyze during the project.  
The paper will also include, but not be counted as part of the 2-page requirement:
- **End Notes:** This will be the section for citations.

This formal presentation will include a 4-5 minute overview delivered by the student to the entire class and include a brief question-and-answer session from classmates. The student is expected to create a formal, professional presentation meant to explain the final project.

**Grading:** Students who complete the *minimum* requirements for the paper will receive a "C", which is average work. To receive higher marks:

- The work will cite more than 5 end notes, including work not from the required list
- The work will be clear, concise, professional and analytical
- This work will contain a strong selection of qualitative and quantitative statistics
- The work will demonstrate a creative angle and presentation

	A	B	C	D	F
Abstract (5)					
Methodology (10)					
Overview (20)					
Framework (10)					
End Notes (5)					
Presentation (50)					
<b>Total</b>					

\*This paper should include *at least* 5 end notes. Any referenced material or thought that comes from a source other than the student must be attributed as such.