

Theatre Publicity/Marketing



Student(s):

School:

Selection:

Troupe:

SKILLS	4 Superior Above standard	3 Excellent At standard	2 Good Near standard	1 Fair Aspiring to standard	SCORE
Job Understanding and Interview Articulation of the marketing director's role and specific job responsibilities; presentation and explanation of the executed marketing plan, creative decisions, and collaborative process. Comment:	Articulates a comprehensive understanding of the marketing director's role and job responsibilities; thoroughly presents and explains the executed marketing plan, creative decisions, and collaborative process.	Articulates an understanding of the marketing director's role and job responsibilities; presents and explains the executed marketing plan, creative decisions and/or collaborative process.	Articulates a partial understanding of the marketing director's role and job responsibilities; inconsistently presents and explains the executed marketing plan, creative decisions and/or collaborative process.	Articulates little understanding of the marketing director's role and job responsibilities; does not explain an executed marketing plan, creative decisions, or the collaborative process.	
Creative Development Research conducted to identify target market and inspire design concept; resources and personnel applied to refine and communicate the final design to audience. Comment:	Conducted research accurately identifies target market and inspiration for the design concept; all appropriate resources and personnel were consulted to effectively refine and communicate final concept to audience.	Conducted research mostly identifies target market and inspiration for the design concept; most appropriate resources and personnel were consulted to effectively refine and communicate final concept to audience.	Conducted research somewhat identifies target market and suggests a relationship to design concept; several resources and personnel were consulted to refine and communicate final concept to audience.	Conducted research marginally identifies target market and minimal relationship to design concept; few or no resources and personnel were consulted to refine and communicate final concept to audience.	
Execution Marketing campaign's alignment to production concept; unity of shared components, quality and consistency of artistic designs, accuracy of details, and a distribution strategy across multiple media. Comment:	Marketing campaign aligns with production concept ; shared components consistently demonstrate a unified effort , including consistent quality artistic designs, accurate detail, and a coordinated multiple media distribution strategy.	Marketing campaign frequently aligns with production concept ; shared components usually demonstrate a unified effort , including consistent quality artistic designs, accurate details, and a coordinated multiple media distribution strategy.	Marketing campaign somewhat aligns with production concept ; shared components demonstrate a generally unified effort , including artistic designs, details, and a coordinated media distribution strategy.	Marketing campaign rarely aligns with production concept ; shared components do not demonstrate a unified effort in artistic designs, details, and media distribution strategy.	
SKILLS	4 Superior Above standard	3 Excellent At standard	2 Good Near standard	1 Fair Aspiring to standard	SCORE
Realized Outcomes Budget expenditures, ticket sales, generated media coverage based on marketing/press releases, and reflections on alternative execution. Comment:	Budget expenditures and ticket sales are explained and compared with accurate figures; media coverage, marketing/press releases, and multiple execution alternatives are realistic, with clear and practical outcomes .	Budget expenditures and ticket sales are explained with accurate figures ; media coverage, marketing/press releases, and multiple execution alternatives are frequently realistic, with clear and practical outcomes .	Budget expenditures and ticket sales are explained ; media coverage, marketing/press releases and multiple execution alternatives sometimes offer realistic and practical outcomes .	Budget expenditures and ticket sales are not explained ; media coverage, marketing/press releases and multiple execution alternatives rarely offer realistic and practical outcomes .	
RATING (Please circle)	4 Superior (16-14)	3 Excellent (13-10)	2 Good (9-6)	1 Fair (5-4)	TOTAL

Judge's name (Please print)

Judge's signature

