

Marketing 200 Capstone: “Campaign-in-a-Box” IMC Launch Plan

Final Project Description & Rubric

Project Overview: You will design a complete **Integrated Marketing Communications (IMC)** campaign that uses **one clear message across multiple touchpoints**, built around a goal, target audience, CTA, and measurable KPIs.

Purpose

Promotion isn't "post everywhere and hope." It works when your message is **clear fast** and shows up in the **right places** for the right audience. This capstone proves you can build a campaign that communicates value, matches real audience behavior, and tracks success with meaningful metrics.

Your Mission

Choose **ONE** campaign scenario (or propose your own with instructor approval):

1. Campus Event

Movie night, concert, speaker, fundraiser

2. Campus Service

Tutoring center, counseling, career services

3. Campus Business

Coffee cart, food truck, bookstore, gym

4. Student Org Recruitment

Club membership drive


**You'll build a mini "real campaign" using the 7 campaign essentials:
Goal, Target, Message, Offer, Channels, CTA, Metrics.**

What You Submit (2 Items)

Item 1 — Narrated PowerPoint Pitch (Primary Deliverable)

Format: 8–12 slides + 4–6 minutes narration.

Your slides should be clean and visual. Say the details in the narration.

 **Need help adding narration?** Watch this tutorial: [How to Narrate a PowerPoint](#)

Slide Requirements (Use these headings):

1. **Campaign Title + What you're promoting**

2. **Situation Analysis**

What's happening & what's the barrier? (e.g., confusion, stigma, low awareness).

3. **SMART Goal**

Specific + Measurable + Deadline.

4. **Target Audience**

Be specific.

5. **Core Message + Value Proposition**

Value + Proof.

6. **Offer**

What makes action easier / more attractive?

7. **IMC Touchpoints (Minimum 5)**

Must show the same core message across channels (poster, IG story, email, etc.).

8. **CTA**

Exact words + where it appears.

9. **Funnel Plan (Awareness → Loyalty)**

Put 1–2 tactics per funnel stage (you don't need all stages if not relevant, but must show journey logic).

10. **Metrics + KPIs (with targets)**

Include Primary KPI + 2 leading KPIs + 1 operational KPI.

11. **Timeline (7–14 days)**

What happens when (ex: "launch teaser," "push week," "final reminder").

12. **Wrap-Up / Investor-Style Close**

2–3 reasons your plan will work + what success looks like.

Item 2 — Campaign Toolkit (1–2 pages)

Format: Word or PDF. Minimal writing—mostly bullets. Simple + Visual.

- **Core Message + CTA:** Exact wording for both.
- **Touchpoint Map (5+ touchpoints):** Show where/when each appears and confirm message consistency (IMC).
- **Creative Samples (Choose 3):**
 - Poster (text layout)
 - Instagram post + caption
 - Instagram story sequence (3 frames)
 - Short email (subject line + 4–6 lines)
 - 10–15 second video script / storyboard
- **KPI Tracker Table:** Copy/paste friendly table including Primary KPI, leading KPIs, and operational KPI with target numbers and data collection method.

Non-Negotiables

- **Clarity > Hype:** Attention without clarity leads to weak results.
- **IMC Consistency:** One message across touchpoints builds trust.

- **Don't Promote Everywhere:** Choose 2–3 strong channels that match audience behavior.
- **Tracking Matters:** Set KPIs before launch and check progress.

Grading Rubric (100 Points)

Criteria	Details	Points
1. Strategy Foundation (Situation + Goal + Target)	<ul style="list-style-type: none"> • Situation + barrier makes sense • Goal is measurable + time-bound • Target is specific and logical 	25
2. Core Message + Offer + CTA (Clarity + Relevance)	<ul style="list-style-type: none"> • Message answers "What is this? Who is it for? Why care? What next?" • Offer reduces hesitation • CTA is direct and repeated consistently 	20
3. IMC Touchpoints + Funnel Logic	<ul style="list-style-type: none"> • 5+ touchpoints aligned to audience behavior • Message consistency across channels • Funnel stages make sense for the journey 	25
4. Metrics + KPI Targets	<ul style="list-style-type: none"> • Includes Primary KPI + leading KPIs + operational KPI • Targets are realistic • Measurement method is clear 	20
5. Quality + Professionalism	<ul style="list-style-type: none"> • Slides are clean and readable • Narration is organized and confident • Toolkit is easy to skim and use 	10

Simulation Integration Option: Want it tied to your Elevate Marketing simulation? Tell me which scenario you want students to use (ex: Doggy Diaper campaign, campus tutoring, movie night, etc.), and I'll tailor the slide headings + toolkit sections to match that storyline exactly.