



## **Excellence in Marketing Award**

The San Diego State American Marketing Association is a Non-Profit Organization with the goal to further the professional business aspects of marketing, including PR, Advertising, Communications, and all other forms of business at San Diego State University.

The **Excellence in Marketing Award** aims to recognize those organizations that have creatively and effectively marketed their organization to their members and the general SDSU community. Most importantly, this award recognizes how the organization has cultivated their brand, what their mission is, and how they utilized it in all forms of marketing.

Any student organization of Associated Business Student Council will be allowed to apply for the award. Each organization will be assigned points in the following areas. Organizations will be evaluated for both evidence and a 3 page document answering the questions below:

**Please include material from August 2012 – February 2013**

**Application: Please submit a statement of no more than 3 pages where you discuss in detail the items below:**

- **What is your mission as an organization? What is your brand message? (The exact message should only be a few sentences).**
- **How does the marketing set forth by your organization contribute and add to that message?**
- **Who is your target market and how do you reach it?**
- **In what ways has your organization utilized aspects of mediums to generate brand awareness? (i.e. website, flyers, etc)**

- **Using both the overall and specific grading criteria as your guide, outline what has been done to creatively market your organization to both members and the SDSU campus and community. Try to address all the areas that you wish to be considered in scoring including flyering, community service, technology, website, media, social media, and guerilla (unexpected and unconventional) marketing. The grading rubrics will guide you to what the judges are looking for. Be sure to include results of your marketing effort (whether it be increase in membership, better attendance, etc.)**

**Evidence Submission: Physical evidence will need to be placed in an envelope with the organization's name and turned into Heather LaPerle EBA 448 no later than 5pm on February 25<sup>th</sup>, 2013. See grading rubrics for if and what evidence is required to be scored in certain areas:**

**Here is a list of the evidence that can be submitted for consideration and scoring:**

- No more than 4 flyers that were used throughout the year (one of those flyers must be from recruitment)
- Website link (with a printout of the main page attached)
- Facebook, Twitter, Myspace, or other social media group names that can easily be accessed by SDSU AMA
- Photos or video submissions that were used creatively to market the club on a CD, DVD, or provide a YouTube link.
- Photos with explanations of guerilla, out of the box, marketing
- Photos of banners or posters
- Statistics showing increases at meetings or recruitment statistics that you can attribute to marketing efforts.
- Proof of community service or on campus events
- Membership demographics and information

**If your organization wishes to apply, please submit the no more than 3 page statement and all evidence in an envelope to Heather LaPerle in EBA 448 by Monday, February 25<sup>th</sup> at 5pm. Evidence may be returned to the organization if specified on the envelope.**

**If you have any questions regarding the application, contact the Vice President of AMA, Lucy Velasquez, at [execvp@sdsuama.com](mailto:execvp@sdsuama.com).**

**Good Luck!**

## Grading Rubric

### General Grading - Based on All Segments Submitted

Organization Name:

Categories	Criteria					Score	Notes				
	1	2	3	4	5	6	7	8	9	10	
<b>Brand Message and Brand Communication</b> <i>How strong is the message and is the organization's marketing consistent with that message across all areas?</i>	Very unclear message; marketing is very inconsistent across all areas	Unclear message; marketing is inconsistent across all areas	Clear message; marketing is inconsistent across all areas	Clear message; marketing is consistent, but needs more strength	Very strong and clear message; very effective and consistent marketing	/10					
<b>Target Market</b> <i>Who is the club's target market and how effectively do they market to them?</i>	No target market; ineffective marketing	Weak target market; ineffective marketing	Identified target market; ineffective marketing	Identified target market; effective marketing but could be stronger	Identified target market; very effective marketing	/10					
<b>Brand Awareness</b> <i>What other ways not mentioned in the specific grading rubric does the organization utilize to create brand awareness among students?</i>	No other ways; creates minimal brand awareness	Not many ways; creates little brand awareness	Some different ways; creates some brand awareness	Many different ways; creates some brand awareness	Many different ways; creates maximum brand awareness	/10					
<b>Community Involvement</b> <i>Does the organization regularly take part in community service and other events (i.e. on campus events) from Aug to Sept in order to further promote itself to the SDSU community?                      *Provide a list of events</i>	Does not take part in community service or other events	Takes part in 1-2 community service and other events	Takes part in 3-4 community service and other events	Takes part in 5-6 community service and other events	Takes part in 6+ community service and other events	/10					
<b>Statement and Overall Scoring</b> <i>How creative is the marketing overall? How effective do the evidence and documents show that the organization has run effective marketing campaigns? Are all questions answered in the document?</i>	Overall, ineffective marketing strategies, evidence, and marketing campaigns; minimal questions answered	Overall, ineffective marketing strategies, evidence, and marketing campaigns; some questions answered	Overall, somewhat effective marketing strategies, evidence, and marketing campaigns; some questions answered	Overall, very effective marketing strategies, evidence, and marketing campaigns; most questions answered	Overall, extremely effective marketing strategies, evidence, and marketing campaigns; all questions answered	/10					
<b>Total Score</b>						<b>/50</b>					

Additional Comments:

## Grading Rubric

### Specific Grading - Based on Individual Segments Submitted

**\*Since all organizations will not have all of these areas, the lowest scoring section will be thrown out and not counted in the overall scoring**

Organization Name: \_\_\_\_\_

Categories	Criteria						Score	Notes				
	1	2	3	4	5	6			7	8	9	10
<b>Flyers/Banner/Posters</b> <i>How creative is the flyering that was used in recruiting members? Does the organization utilize flyering in other aspects besides recruitment?</i> *Evidence required	No recruitment flyering/banner/posters; does not utilize flyering in other aspects		Minimal recruitment flyering/banner/posters; does not utilize flyering in other aspects		Creative recruitment flyering; does not utilize flyering in other aspects <i>OR</i> no recruitment flyering; utilizes in other aspects		Creative recruitment flyering/banner/posters; utilizes flyering in some other aspects		Very creative recruitment flyering/banner/posters; utilizes flyering in many other aspects		/10	
<b>Events</b> <i>How effectively does the organization sell itself to potential members and the rest of the student body?</i> *Statistics Evidence Required	Does not sell itself to potential members through events		Not very effective in selling itself to potential members through events		Somewhat effective in selling itself to potential members through events		Effective in selling itself to potential members through events		Extremely effective in selling itself to potential members through events		/10	
<b>Use of Social Media</b> <i>How effectively does the organization utilize social media? Are members constantly updated using these mediums? Do an adequate number of people follow/friend them?</i> *Names of groups required	Does not use social media and members not updated; no number of people follow/friend them		Ineffective in utilizing social media; members infrequently updated; minimal number of people follow/friend them		Somewhat effective in utilizing social media; members infrequently updated; average number of people follow/friend them		Effective in utilizing social media; members updated; fairly high number of people follow/friend them		Extremely effective in utilizing social media; members constantly updated; an extremely adequate number of people follow/friend them		/10	
<b>Website</b> <i>Does the club have a website and is it updated? Is it easy to use and does it follow the theme of the brand message the club puts forth?</i> *Website address required and print out front page	Does not have a website		Club has website not updated often; fairly easy to use and follow; brand not portrayed		Club has website and is sometimes updated; fairly easy to use and follow; brand message not clearly portrayed		Club has website and is updated often; easy to use and follow; brand message portrayed		Club has a website and is updated frequently; easy to use and follow; brand message clearly portrayed		/10	

<b>Guerilla Marketing (2 parts)</b> <i>Can the organization explain outside of the box, unexpected, and unconventional marketing ideas? Did the organization run a contest or special promotion on campus that was creative and helped spread the word about that specific organization?</i>	Does not provide explanation of outside the box ideas	Does not provide explanation of outside the box ideas	Somewhat provides explanation of outside the box ideas	Provides explanation of outside the box ideas	Provides a detailed explanation of outside the box ideas	/5		
	Did not run special promotion on campus to help spread word of organization	Did not run special promotion on campus to help spread word of organization	Ran special promotion on campus to help spread word of organization	Ran special promotion on campus to help spread word of organization	Ran creative special promotion on campus to help spread word of organization	/5		
<b>Marketing Success</b> <i>Can the organization attribute growth in membership to marketing?</i> *Evidence required - graph of attendance or membership growth	Can not contribute growth (if any) to marketing; no evidence	Somewhat contributes growth in membership to marketing with little evidence	Somewhat contributes growth in membership to marketing with some evidence	Contributes growth in membership to marketing with some evidence	Contributes growth in membership to marketing with strong evidence	/10		
						<b>Total Score</b> <b>*After lowest score is dropped</b>	/50	
						<b>Grand Total Score</b> <b>*General Grading + Specific Grading</b>	/100	
Additional Comments:								