

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 3, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Quan hệ công chúng		
Mã học phần:	72MRKT40073	Số tin chỉ:	3
Mã nhóm lớp học phần:	72K29MARK01		
Hình thức thi: Tiểu luận có Thuyết trình	Thời gian làm bài:	7	Ngày
<input checked="" type="checkbox"/> GV giao đề bài trong thời gian giảng dạy lớp học phần		<input type="checkbox"/> TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố	
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm	Số SV/nhóm:	4
Quy cách đặt tên file	Student ID_Student Name _243_72K29MARK01_01_Group Name_Final		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 23/06/2025.**

1. Presentation Guide

Each group must complete a Group Project Evaluation Form and hand it in with group's report. The Group Project Evaluation Form is attached with this document.

Hand the following in to the instructor:

Your group paper, including appendices

A printed copy of your PowerPoint slides (To save paper, include 6 PowerPoint slides on each printed page.)

Group Project Evaluation Form

Each group must also submit on the course website a PDF of your group's ad for the class to review during our follow-up discussion of the group projects.

Briefly (in 30 seconds **or less**) introduce your group members and project to the class.

The length of the presentation will depend on the number of groups in the class and will be announced by the instructor. Please make the presentation interesting and appealing to capture and hold class members' attention. Do not simply read your paper or presentation. Be creative!

Use visuals when possible. In particular, have visuals (e.g., a PowerPoint slide) outlining your features and benefits and sample ad/ TVC script.

For the group presentations, each group should bring their presentation to class by their own devices. Do not assume that the PowerPoint presentation will open on the chosen device. Test it on another computer to make sure the file opens and runs. Also, bring a backup copy on a flash drive or upload onto cloud and test it as well.

Every member of the group should participate in the presentation and wear a nametag with your first name written in LARGE letters. Rehearse your presentation and stay within the time limit set by the instructor. (The time limit will be announced in a prior class.) Discuss as a group additional ways to make your presentation as effective as possible. Suggestions include:

Organize your presentation logically and clearly;

Practice/rehearse your presentation, including the timing (Staying within the time allotted is very important!);

Have good eye contact with your audience;

Portray confidence and enthusiasm.—Act as if you are trying to gain funding/approval of your recommendations.

Be creative – Use props and strong visual.

III. Assignment Requirement

Your group is required to identify a real organization or brand operating in Vietnam and develop a comprehensive Public Relations (PR) campaign for it. The campaign should address a specific communication issue or opportunity, such as launching a new product, managing reputation, raising awareness, or engaging a target audience.

Your campaign plan should include the following sections:

- 1) Situation analysis: Provide background information on the company, brand, or cause, and identify the issue or opportunity. (1 point)
- 2) Target audience: Define your audience (demographics, psychographics, behaviours). Why this audience? How will you reach them? (1.5 points)
- 3) PR Objectives (1 point)
- 4) Key messages: What are the core messages you want to deliver? Are they aligned with the brand image? (1.5 points)
- 5) Tactics & Tools: Media channels to be used (e.g., press releases, influencers, social media, events, etc.). (3 points)
- 6) Timeline (0.5 point)
- 7) Budget (0.5 point)
- 8) Evaluation (KPI) (0.5 point)
- 9) Reference (0.5 point)

- All discussions must be supported and justified with published facts, published journal articles and references from credible sources. The group assignment must be written in a report format.

Report Requirement:

The Group Project provides opportunities to improve your understanding of how to be effective in three major areas:

- PR campaign,
- group processes/teamwork, and
- delivering presentations.
- Report

OUTLINE OF GROUP PAPER

Each group paper will include the following sections (numbered and labeled as follows):

Style and Formatting Guide

- The assignment's total length should be within 10,000 words ($\pm 10\%$); (excluding tables, appendix, and references).
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system, including the original power point and one pdf file;
- File Naming: *Student ID _ Student Name _ 243_72MRKT40283_01_Group Name_Final*;
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

1. Grading and Rubric

Rubric 1: Group Presentation Evaluation

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 – 7.9 points)	Average (5 – 5.9 points)	Need improvements (below 5 points)
Content 20%	10%	Richer than required	Complete as required	Fairly complete, missing some important content	Lacking many important contents
	20%	Accurate and scientific	Quite accurate and scientific, with a few minor errors	Relatively accurate and scientific, with some errors	Inaccurate and unscientific, with many significant errors
Structure	10%	Very well-structured and slides are very appropriate	Well-structured and slides are quite appropriate	Fairly well-structured and slides are relatively appropriate	Poorly structured and slides are not appropriate
Visual Appeal	10%	Very visual and aesthetic	Quite visual and aesthetic	Relatively visual and aesthetic	Not visual and aesthetic
Presentation Skills	20%	Engaging and persuasive argumentation. Good interaction with the audience	Clear presentation but not very engaging, fairly persuasive argumentation. Fair interaction with the audience	Difficult to follow but key points are understandable. Interaction with the audience is adequate but not strong	Unclear presentation, important content is not understandable. No interaction with the audience
Time Management	10%	Masterful time management, fully flexible with adjustments	Completed on time, occasionally flexible with adjustments	Over time, occasionally adjusts but not flexible	Over time, does not adjust to the situation

Answering Questions	10%	All questions answered thoroughly, clearly, and satisfactorily	Most questions answered correctly, with direction provided for unanswered questions	Some questions answered correctly, lacking direction for unanswered questions	Most questions unanswered
Group Coordination	10%	Excellent coordination, truly sharing and supporting each other during presentation and Q&A	Coordinated during presentation and Q&A but not synchronized	Minimal coordination during presentation and Q&A	No apparent coordination within the group

Rubric 2: Report Evaluation

Criteria	Weight	Excellent (8–10 points)	Good (6–7.9 points)	Average (5–5.9 points)	Needs Improvement (<5 points)
Executive Summary	5%	Clear, concise, and comprehensive. Strong overview of the entire campaign with key components highlighted.	Mostly clear; includes key elements with minor issues.	Covers basics but lacks clarity or focus.	Incomplete or unclear.
Situation Analysis	10%	Insightful and well-structured with SWOT/PESTLE. Shows strategic understanding of context.	Provides context with some strategic analysis.	Basic understanding, lacks depth.	Lacks clear or relevant analysis.
Target Audience	10%	Clearly defined with strong rationale and segmentation. Deep audience insight.	Defined with basic segmentation and rationale.	Limited detail or justification.	Unclear or missing audience definition.
Objectives (SMART)	10%	Fully SMART and well aligned with campaign goals.	Mostly SMART, with some clarity or alignment issues.	Present but not fully SMART or aligned.	Vague, missing, or irrelevant.
Key Messages	10%	Clear, persuasive, and aligned with brand and audience. Strong consistency.	Relevant and mostly clear; some alignment issues.	Generic or inconsistently aligned.	Weak, unclear, or missing.
Tactics & Media Tools	15%	Creative, strategic, and well-justified. Excellent media mix.	Appropriate tactics, explained with rationale.	Basic list of tactics; some lack relevance.	Poorly chosen, unclear, or unjustified tactics.
Timeline	10%	Detailed, realistic, and logically structured.	Includes key steps and flow; some gaps.	Covers basic timing but lacks detail.	Unclear, unrealistic, or incomplete.
Budget	10%	Accurate breakdown with and justification.	Reasonable estimates; mostly justified.	Rough or general figures without explanation.	Missing or unrealistic budgeting.
Evaluation & KPIs	10%	Clear, measurable KPIs aligned with objectives. Well-planned evaluation.	KPIs listed and relevant; explanation could be stronger.	Basic or unclear indicators.	Evaluation missing or not aligned.
Presentation & Visuals	10%	Professionally formatted, includes visuals/mockups, and well-structured.	Clear structure, some visuals, minor issues.	Some formatting or visual issues.	Disorganized or hard to follow.

Internal Verifier

Ho Chi Minh City, 22th June 2025

Lecturer

PhD. Trần Nguyễn Hải Ngân

PhD. Mã Bích Tiên