



Marketing Campaign Project

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A ready-to-run marketing project students can pitch with pride. They design a real campaign for a product they choose, carry one message across several channels, and set a goal you can actually measure. Teacher guide and rubric here; the project brief, planning worksheet, pitch-day checklist, and vocabulary cards are the student pages. Edit any of it in the Word version.

HOW TO USE IT

Plan for 3 to 5 class periods. Hand out the project brief on day one so students know the target. Give them the planning worksheet to build the campaign, then grade with the rubric below. Run pitch day with the checklist so every team knows what a strong presentation looks like before they stand up. The vocab cards work as a warm-up or a word wall.

THE PROJECT AT A GLANCE

TEACHER

Step	What students decide	Time
Target customer	The one person the campaign is built for	1 class
Core message	The single idea they want to stick	1 class
Channels	Where the message reaches that customer	1 class
SMART goal	How they will measure success	20 min
Sample pieces	One creative piece per channel	1 class
Pitch	Present and defend the campaign	1 class

GRADE THE STRATEGY, NOT THE GLITTER

A plain campaign with a sharp target customer and a real goal should beat a flashy one that cannot say who it is for. The rubric below is built to reward that.

GRADING RUBRIC

ANSWER KEY · TEACHER

Criterion	4 · Strong	3 · Solid	2 · Developing	1 · Beginning
Target customer clarity	One specific customer with real demographics and psychographics; every choice serves them	Clear customer with minor gaps	Customer is broad or fuzzy ("everyone")	No real target customer named

Criterion	4 · Strong	3 · Solid	2 · Developing	1 · Beginning
Message & creative	One memorable message; creative is on-brand and consistent everywhere	Clear message with mostly consistent creative	Message wobbles or creative feels random	No clear message; creative is off-topic
Channel fit	Three or more channels chosen with a real reason each reaches the customer	Solid channels, reasons mostly sound	Channels listed but weakly justified	Channels do not fit the customer
Measurable / SMART goal	Goal hits all five SMART parts and is truly trackable	Goal is measurable, missing one SMART part	Goal is vague or hard to measure	No measurable goal
Presentation	Confident, organized pitch; defends choices under questions	Clear pitch with small gaps	Understandable but rough or unrehearsed	Hard to follow; choices not defended

Turn the rubric into a grade: five criteria at 4 points each is a 20-point project. Multiply by 5 for a percent, or weight target customer and SMART goal double if strategy is your focus this unit.