

Communication Plan & Promotion Pitch Rubric (4-Point Scale)

Criteria	4 - Exceeds Expectations	3 - Meets Expectations	2 - Approaching Expectations	1 - Below Expectations
Message Delivery	Message is exceptionally clear, memorable, and persuasive. Audience immediately understands why the presenter deserves the promotion. Slides and presentation consistently support the intended message.	Message is clear and understandable. Most information supports the intended message and reason for communicating.	Message is somewhat unclear or inconsistent. Audience may have difficulty identifying the main point or purpose.	Message is confusing, incomplete, or unfocused. Audience cannot determine the presenter's intended message.
Goal Achievement	Communication plan is highly effective and strategically designed for the audience. Presentation strongly convinces the boss that the presenter deserves the promotion.	Communication plan supports the goal and provides reasonable evidence for promotion consideration.	Communication plan shows some effort toward the goal, but persuasion is weak or lacks sufficient support.	Communication plan does not effectively support the goal or fails to persuade the audience.
Proof of Three Unique Skills	All three skills are clearly identified, thoroughly explained, and supported with strong examples, evidence, and accomplishments that demonstrate superiority in those areas.	All three skills are identified and supported with relevant examples that show value to the organization.	Skills are identified but support is limited, unclear, or not convincing enough to demonstrate distinction from others.	Fewer than three skills are presented, or little to no evidence is provided to support claims.
Professionalism & Visual Impact	Slide deck is highly polished, visually engaging, and professional. Design choices enhance persuasion and create a strong "wow" factor. Presentation delivery is confident and professional.	Slide deck is organized, professional, and visually appealing. Design supports the presentation effectively.	Slide deck has some professional elements but lacks visual appeal, consistency, or polish. Presentation may appear rushed or underprepared.	Slide deck appears incomplete, cluttered, or unprofessional. Visual design distracts from the message.
Improvement of Selected	Demonstrates significant and	Demonstrates clear	Some evidence of improvement is	Little to no evidence of

Communication Quality	intentional improvement in the selected communication quality throughout the presentation. Improvement is obvious and effective.	improvement in the selected communication quality during most of the presentation.	present, but application is inconsistent or limited.	improvement in the selected communication quality.
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Scoring Guide

- **20 points (Exceeds Expectations):** Promotion pitch is highly persuasive, professional, and demonstrates outstanding communication effectiveness.
- **15-19 points (Meets Expectations):** Strong promotion pitch that effectively communicates value and supports promotion consideration.
- **10-14 points (Approaching Expectations):** Partial success; communication and persuasive elements need further development.
- **5-9 points (Below Expectations):** Communication plan and presentation do not effectively achieve the intended purpose.

Overall Evaluation Question:

"After viewing the slide deck and presentation, would a reasonable supervisor clearly understand why this employee deserves the promotion over the other candidates?" If the answer is **yes**, the communication plan was effective.

THIS ASSIGNMENT SCORE WILL BE DOUBLED TO DEMONSTRATE THE TOTAL WEIGHT AGAINST THE OTHER ASSIGNMENTS IN THIS MODULE.