**Unit 4: Experiential Report**

**Task:** It’s time to wrap up all of the skills and new knowledge you’ve acquired throughout your study of entrepreneurship in journalism. Your final task is to evaluate our publications for how well they serve our market audience AND what you feel would add the most value to our campus. Include three types of strategies: branding, audience engagement and publication marketing. Answer the following details:

* 1. Branding concept
     1. Mission/purpose statement — Why is this publication important? What does it add that does not already exist for the audience?
     2. Intended audience — What are their expectations and preferences? Are we meeting them or not? What other choices do they have to access the type of information you will include in your publication? What would incentivize them to choose you above, or in addition to, these other options?
  2. Audience engagement strategy … how well do we …
     1. Know what our audience wants (focus groups, surveys, etc.)?
     2. Get the word out to the audience?
     3. Use social media effectively?
  3. Publication marketing strategy
     1. Describe specific marketing strategies we use and how well they are working.
     2. What advertising and fundraising policies could we employ?
  4. Based on everything you have learned throughout this unit, what are THREE steps we should take as a staff to improve our publications and entrepreneurship?

See back of this sheet for grading information.

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|  | **10 (A)** | **8.5 (B)** | **7 (C)** | **5.5 (D)** |
| **Requirements**    **X1= \_\_\_\_/10** | All sections are completed, including all sub-sections | All sections are completed, but some may be lacking in required elements | All sections are completed, but several elements may be lacking | At least one section is not completed |
| **Content and Accuracy**        **X1=\_\_\_\_\_/10** | All explanations are thorough, complete and accurate. It is clear the student understands the subject matter fully. | Most explanations are thorough and complete and accurate. It is clear the student understands the subject matter. | Some explanations are thorough, complete and accurate. It is clear the student has some confusion about the subject matter. | Few explanations are thorough, complete and accurate. It is clear the student does not understand the subject matter. |
| **Vision**      **X2=\_\_\_\_\_/20** | All descriptions show the ability to effectively create an entrepreneurial vision, including high emphasis on understanding the audience and driving their engagement with the publication. | Most descriptions show the ability to create an entrepreneurial vision, including emphasis on understanding the audience and driving their engagement with the publication. | Some descriptions show the ability to create an entrepreneurial vision, including emphasis on understanding the audience and driving their engagement with the publication. | Few descriptions show the ability to create an entrepreneurial vision, including emphasis on understanding the audience and driving their engagement with the publication. |
| **Mechanics**      **X1=\_\_\_\_\_/10** | Very few errors, and they do not affect the audience’s understanding. | Some errors, but they do not affect the audience’s understanding | Many errors and/or errors begin to affect the audience’s understanding. | Many errors that affect the audience’s understanding. |