

Introduction

The purpose of this assignment is to learn about a specific organized WOM, buzz, or viral marketing program and evaluate its characteristics and effectiveness. The report should analyze the program in light of the Word of Mouth Marketing Association's Terminology Framework, specific WOM principles informing the program, and what lessons can be learned from the program and applied to the final capstone assignment in the class (Designing an Organized Word-of-Mouth Marketing Program for a client). This project will be done in teams of 4-5 students and students will also write an individual essay reflecting on what each took away from the assignment.

Objectives

This assignment seeks to fulfill the following broad course objectives:

- Demonstrate how WOM concepts and principles inform a WOMM company's business practices;
- Integrate effectively WOM principles into an organization's business practices;
- Measure and track ROI and other key outcome metrics for organized WOM programs;

Assignment Instructions

1. Select an organized WOM, buzz, or viral marketing program from the list below:
 - Ammo Marketing – TBA
 - Brains on Fire – Fiskars' Fiskateers
 - BzzAgent – Dunkin' Donuts Latte Lite
 - Matchstick – Chrysler 300C
 - M80 – TBA
2. Thoroughly research the program using all the resources available to you (e.g., library or internet searches, reading company website or blog, and interviewing a representative from the company). Specifically focus on the following (suggested length for each section is provided in parentheses):
 - Describe the company in terms of its mission, their clients, and the services they provide (300-500 words)
 - Identify and discuss the goals of the program (100-200 words).
 - Describe the type of WOMM program in terms of the techniques used (see <http://www.womma.org/wom101b.htm>; 100-200 words)
 - Describe the characteristics of the WOMM program in terms of the WOMMA Terminology Framework, where appropriate (specifically, Participants, Venues, WOMUnits, Actions, and Outcomes; 500-700 words).
 - Identify and discuss the specific methods and/or metrics used to measure the success of the program (300-500 words).
 - Identify and discuss the WOM principles leveraged in the program to make it successful (300-500 words).
 - Identify any lessons the company learned from the program and how it could apply to your group designing its own organized WOMM program (at least 2 points; 500-700 words)
 - Does your group consider this program to be a success? If so, why? If not, why not? (150 - 250 words)
 - From your group's perspective what would your group have done differently with the program design or evaluation? (Identify at least two points; 300-500 words).

3. Your team will **produce a written summary report and deliver an oral presentation** to the class where each of the above issues are addressed. (Group Grade: 20% of course grade)
 - The length of the oral presentation will be 10-12 minutes with an additional 5 minute question and answer session.
 - NOTE: The written summary report will be submitted to the WOM marketing company. There will be a mandatory revision for the written report. See "Evaluation" section for details.
4. Individual group members will write their own essay (approximately 1000 words) in which the following points are discussed (Individual Grade: 10% of course grade):
 - what are the three most interesting things you learned about this firm having completed this assignment?
 - what are three questions you now have about this firm after completing your research? and where might you go to find answers to these questions?
 - after having researched this firm, is this a place you would consider working? why or why not?
 - after your research, is working for any WOMM firm more or less appealing? Explain your response.

Evaluation

The group portion of this assignment, which counts as 20% of the final course grade, consists of the written summary report (60% total; broken up into 40% for initial submission and 20% for revised submission), the oral presentation worth (30%), and peer evaluation of your individual contributions to the group process (10%).

There will be a mandatory revision for the written summary report. The initial submission should be considered a final, polished report. However, your group will be required to submit a revised written report based on instructor feedback. This mandatory revision will ensure that the final report that is submitted to the WOM marketing company, and the version that is included in your own career portfolio (pending company and client permission) is of the most professional version and of the highest quality.

The individual reflection essay counts as 10% of the course grade. Students will not be required to submit the individual reflection essay to the WOM company or client, though they may do so on a voluntary basis. There is no bonus or penalty either way.

See grading rubrics for more details.

**Evaluating Organized Word-of-Mouth Marketing Program
 Written Summary Report
 Grading Rubric**

Written Proposal Requirements	Points Possible	Points Earned
<i>Usage, Stylistic, and Organizational Issues</i>		
<ul style="list-style-type: none"> Effective grammar, punctuation, spelling, word choice, formatting, proof reading errors 	10	
<ul style="list-style-type: none"> Organization and transitions 	5	

<i>Content</i>		
<ul style="list-style-type: none"> Description of company in terms of mission, clients, and services provided 	5	
<ul style="list-style-type: none"> Identification of program goals 	5	
<ul style="list-style-type: none"> Explanation of type of program, techniques 	5	
<ul style="list-style-type: none"> Comprehensive explanation of program (in light of WOMMA Terminology Framework) 	15	
<ul style="list-style-type: none"> Identification of methods and/or metrics used to measure program success 	10	
<ul style="list-style-type: none"> Identification of WOM principles leveraged 	15	
<ul style="list-style-type: none"> Identification of lessons learned and how it would apply to designing your own WOMM program (at least 2 lessons) 	15	
<ul style="list-style-type: none"> Group's perspective on program's successfulness 	5	
<ul style="list-style-type: none"> Group's perspective on what would have been done differently (at least two issues) 	10	

Group Member Feedback Form (10% of grade):	
Written Proposal Grade – Initial, Polished Submission (40% of grade):	
Written Proposal Grade – Final, Polished Submission (20% of grade):	
Oral Presentation Grade (30% of grade):	
Total Group Project Grade:	
Your Individual Project Grade:	

Evaluating Organized Word-of-Mouth Marketing Program
Oral Group Presentation
Criteria for Evaluation

1 Unacceptable	2 In Need of Improvement	3 Average	4 Good	5 Excellent
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Your group's ability to clearly explain the organized WOM program in light of the WOMMA Terminology Framework

1	2	3	4	5
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Your group's demonstrated ability to provide insight into the WOM principles leveraged

1	2	3	4	5
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Your group's demonstrated ability to apply lessons learned to designing your own WOMM program

1	2	3	4	5
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Demonstrated ability to prepare for and address questions during the Q&A session

1	2	3	4	5
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The effectiveness of handouts and visual aids to supplement the oral presentation.

1	2	3	4	5
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The effectiveness of the coordination and coherence between/among individual presenters

1	2	3	4	5
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Other Comments:

Group Score: _____/30

Evaluating Organized Word-of-Mouth Marketing Program
Group Member Feedback Form
(Make Additional Copies of This Form As Necessary)

Name of student giving feedback: _____

In the past, some group members have complained about students who contribute very little to the project but get the same grade as everyone else. Also, some people do extra quality work but get no extra credit. To address these concerns, please evaluate the contributions of each group member. These peer evaluations will not be seen by your group members.

Name of Student

The quality of his/her idea input was: High _____ Low
1 2 3 4 5

The quantity of his/her idea input was: High _____ Low
1 2 3 4 5

The time she/he spend on the project: More than _____ Less than
anyone else 1 2 3 4 5 anyone else

Her/His communication with other group members was:

Excellent _____ Poor
1 2 3 4 5

Name of Student

The quality of his/her idea input was: High _____ Low
1 2 3 4 5

The quantity of his/her idea input was: High _____ Low
1 2 3 4 5

The time she/he spend on the project: More than _____ Less than
anyone else 1 2 3 4 5 anyone else

Her/His communication with other group members was:

Excellent _____ Poor
1 2 3 4 5

**Evaluating Organized Word-of-Mouth Marketing Program
 Individual Reflection Essay
 Grading Criteria**

Paper Requirement	Points Possible	Points Earned
<ul style="list-style-type: none"> • Effective grammar, punctuation, spelling, word choice, formatting, proof reading errors, and appropriate source citation in body of paper and on references page 	10	
<ul style="list-style-type: none"> • Organizational pattern and transitions 	5	
<ul style="list-style-type: none"> • Three most interesting things learned from this assignment 	30	
<ul style="list-style-type: none"> • Three questions you now have about this firm after completing your research; sources to learn this information 	15	
<ul style="list-style-type: none"> • Consideration of whether or not you would work for or with <i>this</i> firm 	10	
<ul style="list-style-type: none"> • Explanation of whether or not working for <i>any</i> WOMM firm is now more or less appealing 	10	
<ul style="list-style-type: none"> • Thoroughness of responses 	20	

Essay Grade: _____ (This is an individual grade worth 10% of your course grade).