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| **Student Name** Module Assignments Review the CAP Strategic Plan.   * What goals did you see that are related to MAC? * Reflect on what you have seen in the last few months that is the efforts of MAC to unify the organization and effectively market it. * Think about the content of this lesson. What aspects of MAC's efforts have you supported as a leader and what aspects have you not supported? For example, does your website use the new CMS? Do your materials use the right logos and follow the guidance? * Where can you improve your support of MAC’s efforts?   Your deliverable can use any appropriate CAP template or be an academic paper using the citation style of your choice. | |
| 1. CAP template or similarly appropriate formatting | \_\_ / 16 pts |
| Notes: | |
| 1. Appropriate grammar, spelling, and readability? | \_\_ / 16 pts |
| Notes: | |
| 1. Does the response meet all of the criteria from the initial prompt? | |
| 1. Does the response describe what goals in the CAP Strategic Plan are related to Marketing and Strategic Communications (MAC)? | \_\_ / 17 pts |
| Notes: |  |
| 1. Does the student describe which efforts of the MAC they have seen and their effectiveness? | \_\_ / 17 pts |
| Notes: | |
| 1. Does the student share which aspects of MAC's efforts they have supported as a leader and what aspects they have not supported? | \_\_ / 17 pts |
| Notes: | |
| 1. Does the student where they can improve their support of MAC’s efforts? | \_\_ / 17 pts |
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| Total: | \_\_ / 100 pts |