



**JMS 401 - MEDIA MANAGEMENT
MAY – AUGUST 2025 FINAL PROJECT
DEGREE PROGRAMME**

Instructions

Total Marks: 50 (40% of the total percentage)

Lecturer: George Onginjo

Project Overview

This is an individual project.

Task:

You are required to develop a detailed proposal for a new media firm. The project involves conducting market research, writing the proposal, and presenting it to a panel of potential investors. These investors will consist of your classmates and invited guests, selected by the lecturer.

Proposal Requirements

Your proposal must be structured into the following **ten** sections:

1. **Introduction** – 5 marks
2. **Industry Background and Statistics** – 5 marks
3. **Marketing Plan** – 5 marks
4. **Human Resource Management** – 5 marks
5. **Financial Management** – 5 marks
6. **Content Management** – 5 marks
7. **Ethical Dimensions** – 5 marks
8. **Corporate Social Responsibility** – 5 marks
9. **Proposal Layout and Logo Design** – 5 marks
10. **Pitch Presentation** – 5 marks

Total: 50 Marks

Grading Rubric for Media Firm Proposal Project

Section	Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Needs Improvement (1-2)
1. Introduction	Clear vision, objectives, and overview of the firm	Clear, compelling, and well-structured introduction with strong rationale	Mostly clear with minor gaps in rationale	Some clarity, lacks focus or justification	Unclear, vague, or missing key elements
2. Industry Background and Statistics	Industry trends, competitor analysis, and data support	Thorough, accurate stats with insightful analysis and relevance	Good use of data, some analysis present	Basic data included, limited or generic analysis	Lacks relevant stats, weak or no analysis
3. Marketing Plan	Strategy, target audience, platforms, and branding	Comprehensive, creative, and targeted marketing strategy	Well thought out with appropriate platforms	Adequate plan with basic targeting	Minimal or unrealistic strategy
4. Human Resource Management	Organizational structure, roles, recruitment strategy	Clear HR plan, realistic staffing, roles well-defined	Mostly clear HR approach, minor role overlaps	Basic structure, lacks detail in planning	Vague or missing HR strategy
5. Financial Management	Budget, revenue models, cost breakdown	Detailed, realistic financial plan with projections	Sound plan with small gaps in detail	Basic budgeting with limited projections	Incomplete or unrealistic financial information
6. Content Management	Strategy for content creation, distribution, and engagement	Creative, clear content strategy aligned with goals	Good strategy with logical structure	Basic plan, lacks innovation	Incoherent or underdeveloped strategy
7. Ethical Dimensions	Policies on fairness, transparency, and editorial standards	Strong ethical considerations, policy examples provided	Ethical concerns addressed with minor gaps	Basic mention of ethics without depth	Lacks understanding or consideration of ethics
8. Corporate Social Responsibility (CSR)	Social and environmental initiatives	Clear, actionable, and relevant CSR initiatives	Reasonable CSR approach, somewhat relevant	Generic CSR ideas with limited detail	Vague or no CSR effort
9. Proposal Layout and Logo Design	Visual presentation, formatting, creativity, branding	Professional design, consistent layout, original and relevant logo	Visually appealing, minor inconsistencies	Basic design with some visual interest	Poor layout, confusing design, or missing logo
10. Pitch Presentation	Delivery, clarity, confidence, audience engagement	Confident, persuasive, clear with visual support and time management	Good delivery, minor issues in clarity or engagement	Adequate delivery, lacks confidence or structure	Poor delivery, unclear, unprepared, or missing

Grading Scale

- **45–50 marks:** Excellent (A)
- **40–44 marks:** Very Good (B+)
- **35–39 marks:** Good (B)
- **30–34 marks:** Fair (C)
- **25–29 marks:** Poor (D)
- **Below 25 marks:** Fail (F)