



Graduation Competition 2020-2021: Judging Criteria

First Round: relevance to commercial communications

As commercial communications encompasses a full spectrum of media types and promotional practices, the scope for edcom's Graduate Competition is deliberately broad. This is necessarily so, to capture the range of communications practiced by our members.

However, all entries should ideally fall within three categories:

- **Research into commercial communications:** a sociological approach which focuses on the phenomenon of communication in popular culture (tends to spot scenarios and patterns in making sense of what communications is about);
- **Research through commercial communications:** presenting a supposition which is tested through various communications (and other) methodologies, arriving at a set of clear view points or outcomes;
- **Research for commercial communications:** an original contribution to knowledge is sought, where a research question is posed. The research delivers original insights and outputs applied to commercial communications.

Entries should ideally identify objectives, methodology and application.

Second Round: research

- **Strong objectives (10%):** the research goals must be outlined and explained;
- **Clearly developed methodology (20%):** the used methods of research must be explained in a coherent way, with clarity and readability;
- **Results fitting to the proposed objectives (30%):** a clear connection must be drawn between the research goals and the outcomes;
- **Conclusions based on the objectives and suggestions for further research (20%):** an action plan must be explained or, alternatively, suggestions for further research must be made;



- **Consistency & coherence (20%):** all elements should fit well together in the overall work. Please note that all five criteria will amount to 100%.

Final round

Those submissions moving onto the final round will be judged on: **novelty** (does the work offer a new and original insight) and **scale** (what is the magnitude of the achievement). The jury comprising edcom research committee members will individually blind review the works and return an evaluation on edcom's grading matrix. Following this the panel will meet and discuss the final Masters and Bachelors winners at a parity meeting. This judging round will be held in the format of an online call with all jurors.