Graduation Competition 2026-2027: Judging Criteria

Screening: relevance to commercial communications

As commercial communications encompass a full spectrum of media types and promotional practices, the scope of edcom's Graduate Competition is deliberately broad. This is necessary so, to capture the range of communications practised 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 viewpoints 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.

First 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

Top 3 submissions in BA and MA category will move onto the final round and 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 will meet online and to discuss and determine the winners.