

Marketing Rubric

Criteria	Proficiency	Level 4 Work	Level 3 Work	Level 2 Work	Level 1 Work
Company name: Student names: Product name:		All required components complete and correct. In-depth understanding of proficiency evident.	All required components complete with only minor errors that do not indicate conceptual misunderstandings.	Some components are complete, but errors indicate conceptual misunderstandings.	Most components are incomplete and errors indicate little conceptual understanding of material presented.
Product and Company Identification Information	Pamphlet includes name of company and the product being sold in big, eye-catching letters. Pamphlet also includes a color drawing of the product being marketed.	4	3	2	1
Product Explanation	Pamphlet clearly describes the use and purpose of the product.	4	3	2	1
Product Promotion	Pamphlet describes in detail at least three reasons why the company's product should be purchased instead of competitor products. Example benefits: good for environment, price, convenience, etc.	4	3	2	1
Skit Presentation	Skit script was written and practiced in advance. The script presents the product clearly and attractively so that people want to buy the company's product.	4	3	2	1
Skit Participation	Students participate in the presentation of their company's skit. Shows enthusiasm and good communication in front of the class.	4	3	2	1
Other interesting information	Adds anything else to make the presentation fascinating and fun.	4	3	2	1

Comments:

Final Grade: _____