

Chapter 2 The Marketing Plan

Discovery Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines below to assess the content of your Challenge Project. Rate your performance and give yourself a score for each criterion. Then give your answers and this completed Evaluation Rubric to your teacher to evaluate.

Self-Evaluation Guidelines

Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)
<ul style="list-style-type: none"> • Includes all of the required content elements • Very well organized • All details provided • Logical conclusions supported by thorough research • Presentation of findings extremely effective and/or appropriate 	<ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Conclusions somewhat logical and somewhat supported by research • Presentation of findings somewhat effective and/or appropriate 	<ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Conclusions illogical and not supported by research • Presentation of findings ineffective and/or inappropriate

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
Content					
Store 1: Description of 4 Ps					
Store 1: Evaluation of effectiveness of marketing mix					
Store 1: Research					
Store 2: Description of 4 Ps					
Store 2: Evaluation of effectiveness of marketing mix					
Store 2: Research					
Store 3: Description of 4 Ps					
Store 3: Evaluation of effectiveness of marketing mix					
Store 3: Research					
Effective Presentation of Findings					
Total					