Chapter 9 Technology for Marketing

Discovery Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines below to assess the content of your Discovery 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)
• Includes all of the required content elements • Very well organized • All details provided • Logical conclusions supported by research • Presentation of findings extremely effective and/or appropriate	• 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	• 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					
Determination of store's needs					
Identification of software solutions					
Knowledge of software applications					
Use of appropriate key words for research					
Research to support recommendations					
Explanation of software programs selected					
Rationale for selection of program brands					
Description of benefits to the store					
Proper use of software application terminology					
Imaginative presentation of findings					
Total					