

## Chapter 21 Channels of Distribution

### 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 (20–16 points)	Satisfactory (15–10 points)	Poor (9–0 points)
<ul style="list-style-type: none"> <li>• Includes all of the required content elements</li> <li>• Very well organized</li> <li>• All details provided</li> <li>• Logical conclusions supported by research</li> <li>• Presentation of findings extremely effective and/or appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Includes some of the required content elements</li> <li>• Well organized</li> <li>• Many general details provided</li> <li>• Conclusions somewhat logical and somewhat supported by research</li> <li>• Presentation of findings somewhat effective and/or appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Includes few or none of the required content elements</li> <li>• Disorganized</li> <li>• Few or no details provided</li> <li>• Conclusions illogical and not supported by research</li> <li>• Presentation of findings ineffective and/or inappropriate</li> </ul>

Criteria	Exemplary (20–16 points)	Satisfactory (15–10 points)	Poor (9–0 points)	Student Score	Teacher Score
<b>Content</b>					
Product selection and use of key words					
Interpretation of appropriate distribution diagram					
Integration of additional research					
Determination of criteria used in distribution of selected product					
Analysis/presentation of findings					
<b>Total</b>					