

## Unit 2 Economics

### Marketing Internship Project Evaluation Rubric

**Directions** Use the Self-Evaluation Guidelines below to assess the content of your Marketing Internship 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"> <li>• Includes all of the required content elements</li> <li>• Very well organized</li> <li>• All details provided</li> <li>• No grammatical errors</li> <li>• Creatively designed and executed</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>• Few grammatical errors</li> <li>• Neatly keyed or handwritten</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>• Many grammatical errors</li> <li>• Typos or illegible handwriting</li> </ul>

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
<b>Content</b>					
Knowledge of global recessions and toy industry					
Knowledge of economics, business cycles, and global marketing strategies					
Evidence of PEST analysis (political, environmental, socio-cultural, and technological factors affecting toy company)					
Toy design and marketing plan for it					
Research to support recommendations					
Proper use of marketing terminology					