

Unit 6 Promotion

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"> • Includes all of the required content elements • Very well organized • All details provided • No grammatical errors • Creatively designed and executed 	<ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Few grammatical errors • Neatly keyed or handwritten 	<ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Many grammatical errors • Typos or illegible handwriting

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
Content					
Evidence of knowledge of hybrid car competitors & promotional campaigns					
Target market and customer profile identified					
Promotional campaign aimed at target market					
Coordination of promotional activities					
Creativity in samples of promotional materials					
Rationale for promotional mix supported by research					
Mechanics					
Logical organization (written and oral)					
Level of detail					
Speaking and listening skills (appropriate visual aids)					
Neatness, legibility, spelling, and grammar (written)					
Total					