

Unit 11 Entrepreneurship and Finance

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					
Business selection and rationale for it					
Evidence of comprehensive PEST and SWOT analyses					
Proposed business organization					
Marketing plan					
Capital needed to start the business					
Proposed financial statements					
Mechanics					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills; appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
Total					