

## Chapter 12 Selling Overview

### 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)
<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 (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
<b>Content</b>					
Description of business enterprises researched					
Integration of employment requirements for entry and management levels					
Integration of pay scales for entry and management levels					
Integration of benefits for entry and management levels					
Explanation of advantages of selling as a career					
Explanation of disadvantages of selling as a career					
Description of interesting vs. unappealing aspects of selling					

## Chapter 12 Selling Overview

### Discovery Project Evaluation Rubric *continued*

Evaluation of selling as personal career choice					
Synthesis of research and evaluation					
Effective presentation of findings					
				<b>Total</b>	