

Career Math
Project #4 Rubric – Marketing Your Business

Name:

/28 = %

Marketing Methods Spreadsheet:

0 Points	1 Point	2 Points	3 Points	4 Points
No marketing methods, their costs, and a bar/pie graph comparing the costs are shown in the spreadsheet.	1-2 marketing methods, their costs, and a bar/pie graph comparing the costs are shown in the spreadsheet, and/or graph not provided.	3-4 marketing methods, their costs, and a bar/pie graph comparing the costs are shown in the spreadsheet, or graph not provided for 5 methods.	At least 5 marketing methods, their costs, and a bar/pie graph comparing the costs are shown in the spreadsheet. The spreadsheet may need to be better organized.	At least 5 marketing methods, their costs, and a bar/pie graph comparing the costs are shown in the spreadsheet. The spreadsheet should be well organized and easy to read.

Logo:

0 Points	1 Point	2 Points	3 Points	4 Points
Logo was not created.		Logo was either created or modified from another image by the student. Logo lacks creativity or is not relevant to their business.		Logo was either created or modified from another image by the student. Logo shows creativity and is relevant to their business.

Research Paper

Marketing Methods/Plan

0 Points	1 Point	2 Points	3 Points	4 Points
No marketing descriptions given.	Vague description of marketing methods researched and lack of detail with marketing plan.	A description of 3-4 marketing methods researched, or a lack of description of marketing methods used in marketing plan.	A good description of each of the 5 marketing methods researched, as well as a description of one marketing method implemented.	A detailed description of each of the (minimum of) 5 marketing methods researched, as well as a description of which marketing methods were implemented (minimum 2)

Cost, Profit, and ROI

0 Points	1 Point	2 Points	3 Points	4 Points
None of the 3 questions explained.	Explain 1 of the 3 questions completely, either completely or lacking some detail in explanations.	Explain 2 of the 3 questions completely, either completely or lacking some detail in explanations.	Explain all 3 questions completely, but may lack some detail in explanations.	A detailed description of total cost of marketing plan, affect on business profit margin, and ROI.

Timeliness

0 Points	1 Point	2 Points	3 Points	4 Points
No portion of the project was completed and submitted on time.	A portion of the components of the project were completed on time.	All components of the project were completed and submitted , and the project was presented passed the due date.	Project was completed and presented by the due date, but not all individual components were submitted by assigned dates.	All components of the project were completed and submitted to the teacher by the assigned due dates. The project was presented on time.

Presentation

Power Point

0 Points	1 Point	2 Points	3 Points	4 Points
PowerPoint not completed	PowerPoint is submitted but is missing key components and contains more than 2 mathematical or grammatical errors.	PowerPoint is submitted but missing key components, or contains all key components but contains more than 2 mathematical or grammatical errors.	PowerPoint is submitted including all key components. PowerPoint has 2 or less mathematical or grammatical errors.	PowerPoint, at a minimum, includes at least one slide for each question listed on the project info sheet. Each slide must be visually appealing, easy to follow and without mathematical or grammatical error. Minimum of 5 slides.

Oral Presentation

0 Points	1 Point	2 Points	3 Points	4 Points
Oral presentation was not completed.	Oral presentation was completed after the assigned class time and demonstrates a strong understanding of the material and adequate preparation.	Oral presentation was completed during the assigned class time but does not demonstrate a strong understanding of the material or adequate preparation.	Oral presentation was completed during the assigned class time and demonstrates a strong understanding of the material or adequate preparation but not both.	Oral presentation was completed during the assigned class time and demonstrates a strong understanding of the material and adequate preparation.