

Scottsburg New Tech High School  
 PROJECT RUBRIC  
 There's Soap on my TV

STUDENT: \_\_\_\_\_  
 EVALUATOR: \_\_\_\_\_  
 DATE: \_\_\_\_\_.



<p>Indiana State Standards</p>	<p>BF 4.1 - Students identify the roles of marketing &amp; analyze the marketing impact on individuals, business, and society.          BF 4.4 - Students identify types of promotion and determine how each contributes to successful marketing.          BTL 2.1 - Students communicate in a clear, courteous, concise and correct manner in professional situations.          BTL 5.1 - Students use critical thinking, decision-making, and problem solving techniques to promote sound, effective business decisions.</p>		
<p><b>CRITERIA</b></p>	<p><b>UNSATISFACTORY</b> (Below Performance Standards)  D-F</p>	<p><b>PROFICIENT</b> (Minimal Criteria)  B-C</p>	<p><b>ADVANCED</b> (Exceptional Performance)  A</p>
<p>Content Knowledge/App. (See Below)  50%</p>	<p>*Group did not select a P&amp;G product for their product placement          *Placement selected does not reach target audience for product          *Presentation does not show an understanding of the history of product placement          *Presentation does not attempt to verify the benefits of product placement for advertisers          *Placement created is basic and not meaningfully integrated into storyline of movie/show</p> <p>0.....30.....34</p>	<p>*Product selected is a P&amp;G product          *Placement selected would reach target audience for product          *Presentation incorporates basic understanding of product placement history          *Presentation includes information obtained from Product placement quiz          *Placement created is somewhat integrated into storyline of movie/show.</p> <p>35.....40.....44</p>	<p>*Product selected is a P&amp;G product          *Placement selected would reach target audience for product (with data provided for proof)          *Presentation incorporates thorough understanding of product placement history          *Presentation uses primary and secondary sources to verify the benefits of product placement          *Placement is integrated into storyline of movie/show in a memorable way          *Group "sells" their idea as if pitching in front of P&amp;G Executives</p> <p>45.....48.....50</p>

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<b>CRITERIA</b>	<b>UNSATISFACTORY</b> (Below Performance Standards)  <b>D-F</b>	<b>PROFICIENT</b> (Minimal Criteria)  <b>B-C</b>	<b>ADVANCED</b> (Exceptional Performance)  <b>A</b>
<b>Communication (Oral)</b> <i>The ability to effectively communicate ideas and concepts through speaking</i>  25%	*Student is not confident speaking/writing before an audience *Student is unaware of the effect of body language *Student does not utilize appropriate eye contact *Student is unable to maintain appropriate pacing throughout presentation *Writing in presentation has random or weak organization with little development  <b>0.....10.....17</b>	*Is confident speaking/writing before an audience *Is aware of effects of body language *Student displays eye contact *Student maintains appropriate pacing throughout presentation *Writing is coherent, adequately organized and developed.  <b>18.....20.....22</b>	In addition to meeting the PROFICIENT criteria...  *Student has taken the initiative to practice pacing, body position and confidence prior to presentation. *Writing is confident, coherent, clearly focused, well organized and thoroughly developed.  <b>22.....23.....25</b>
<b>Effort &amp; Professionalism</b> <i>The amount of effort put into your project and fulfilling the group contract</i>  25%	*Project was late *Group contract was not followed *Items turned in late *Facilitator had to intervene  <b>0.....10.....17</b>	*On time *Group contract was followed *Group worked moderately well together with few incidents *No Facilitator involvement necessary  <b>18.....20.....22</b>	*On time *Group worked well with NO incidents *No Facilitator involvement necessary  <b>22.....23.....25</b>
<b>COMMENTS:</b>  			