

Marking Rubric

Name: _____ Date: _____

Checklist:

- brainstorm sheet
- rough work sheet
- work was edited by _____
- I edited _____'s work
- rubric with name and date filled in
- final work

/Level Criteria/	- R + No evidence	- 1 + Little evidence	- 2 + Some evidence	- 3 + Much evidence	- 4 + Extensive evidence
Knowledge/Understanding >Identify and describe the products/services available >Differentiate among types of products that are offered in retail and service >Identify appropriate advertising strategies for the target audience					
Thinking/Inquiry >Organize ad so that emphasis is on product >Apply researched information to a media product >Plan a media product that relays connected information					
Communication >Create an ad that is visually pleasing >Communicate all important information to the customer >Utilize appropriate language conventions					
Application >Demonstrate how technology can be used in promotional activities >Evaluate information to determine main ideas >Connect purpose, target audience and medium					