**Evaluating Product Promotion Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CATEGORY** |  | **20** |  | **15** |  | **10** | **5** |  |  |
| **Defined Product**  **Being Promoted** |  | Product well defined. |  | Product explained but needed more explanation. |  | Product lacked explanation needed for understanding. | Product not defined, team assumed the audience already knew the product. |  |  |
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| **Outlined the**  **Promotion** |  | Thorough, easy to use outline. |  | Complete outline that could use more  content. |  | Basic outline that needed more  content. | Incomplete outline missing key components. |  |  |
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| **Defined the**  **Message for the**  **Promotion** |  | Promotional message well defined. |  | Promotional  message given an acceptable  definition. |  | Incomplete  promotion message definition. | Promotional  message not clearly revealed. |  |  |
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| **Defined the**  **Target Market** |  | Fully described the target market. |  | Solid description of the target market that needed additional demographics. |  | Briefly defined the target market. | Assumed the audience already knew the definition for the target market. |  |  |
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| **Quality of**  **Overall**  **PowerPoint**  **Presentation** |  | Excellent  presentation that thoroughly covered all points.  7 or more slides |  | Solid presentation that covered all basic concepts.  5 – 7 slides |  | Good presentation  missing some key elements.  3-5 slides | Incomplete presentation that did not fulfill the task.  3 or less slides |  |  |
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Total Score \_\_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points.