**Marketing Your Workplace Project Rubric**

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

\_\_\_\_\_\_\_\_ Assignment #1: Workplace Fact Sheet (25 pts) (1-5 pts per category)

* Thoroughly explain what the company does
* Primary and secondary markets
* Type of business ownership
* Products/Services
* Pricing and Promotion

\_\_\_\_\_\_\_\_ Assignment #2: Promotion of Your Business (where you work) (25 pts)

* Creativity
* Use of Color
* Content (who, what, when and where) -15 pt. maximum

\_\_\_\_\_\_\_\_ Assignment #3: Create an 8 ½ by 11 inch Advertisement (25 pts)

* Contain all elements of media selected -15 pts.
* Appeal to target market – 10 pts.

\_\_\_\_\_\_\_\_ Assignment #4: Where I Work Poster (25 pts)

* Creativity- 10 pts.
* Use of Color -5 pts.
* Personal Photo at Work -10 pts.

\_\_\_\_\_\_\_\_ Total (100)

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