

## Rubric for the Marketing Plan

<b>Task Description:</b>					
Students will research and develop a marketing plan for a food and beverage business in their community.					
Criteria	weight	Exemplary 4 Yes	Accomplished 3 Yes, but	Developing 2 No, but	Beginning 1 No
<b>Quality of Information</b>	50%	<input type="checkbox"/> Supporting details specific to subject	<input type="checkbox"/> Some details are non-supporting to the subject	<input type="checkbox"/> Details are somewhat sketchy. Do not support topic	<input type="checkbox"/> Unable to find specific details
<b>Understanding of Marketing Plan</b>	50%	<input type="checkbox"/> Shows in-depth understanding of topic <input type="checkbox"/> 3-4 underlying concepts presented	<input type="checkbox"/> Shows understanding but lacks depth <input type="checkbox"/> 2 underlying concepts presented	<input type="checkbox"/> Shows basic understanding of topic <input type="checkbox"/> One underlying concept presented	<input type="checkbox"/> Shows little understanding of topic <input type="checkbox"/> No underlying concepts presented

Assignment Score \_\_\_\_\_ + Beyond/Bonus \_\_\_\_\_ = Final Score \_\_\_\_\_