**Research Report:**

**Marketing Strategies for a Bowling Activity**

**Extension Assignment #1 Rubric**

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

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| **CATEGORY** | **25** | **20** | **15** | **10** |
| **Organization** | Information is very organized with well- constructed paragraphs and subheadings. | Information is organized with well-constructed paragraphs. | Information is organized, but paragraphs are not well-constructed. | The information appears to be disorganized. 8) |
| **Amount of Information** | All topics are addressed and all questions answered with at least 2 sentences about each. | All topics are addressed and most questions answered with at least 2 sentences about each. | All topics are addressed, and most questions answered with 1 sentence about each. | One or more topics were not addressed. |
| **Quality of Information** | Information clearly relates to the main topic. It includes several supporting details and/or examples. | Information clearly relates to the main topic. It provides 1-2 supporting details and/or examples. | Information clearly relates to the main topic. No details and/or examples are given. | Information has little or nothing to do with the main topic. |
| **Originality** | Creative original marketing strategy. | Solid marketing strategy with good possibilities. | Some good marketing ideas. | Vague marketing ideas that require more thought. |

Total Points \_\_\_\_\_\_

Maximum 100 Points