

Judging Rubric for Marketing 1-2 (campaigns)

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
Integrated strategic plan—25%				
(25 points)	Strategic plan evident throughout all elements of the campaign (16 to 25 points)	Some strategic elements present (11 to 15 points)	Little or no evidence of a strategic approach to the campaign and its elements (0 to 10 points)	
Development/execution—50%				
(50 points)	Campaign well developed and executed (31 to 50 points)	Campaign development and execution sufficient (21 to 30 points)	Campaign development and execution lacking (0 to 20 points)	
Impact—25%				
(25 points)	Effectively achieved campaign goals (16 to 25 points)	Somewhat achieved campaign goals (11 to 15 points)	Did not achieve campaign goals, or no evaluation (0 to 10 points)	
Total points				
Rank (Gold/Silver/Bronze/None)				