

Judging Rubric for Marketing 3 (single item)

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
Planning/development—15%				
(15 points)	Well planned and developed (10 to 15 points)	Sufficiently planned and developed (7 to 9 points)	Planning and development lacking (0 to 6 points)	
Technical quality—20%				
(20 points)	Technical quality is above average to excellent (13 to 20 points)	Technical quality is average (9 to 12 points)	Technical quality is poor to fair (0 to 8 points)	
Content/script—20%				
(20 points)	Content of high quality (13 to 20 points)	Content of moderate quality (9 to 12 points)	Content of low quality (0 to 8 points)	
Production/execution—20%				
(20 points)	Well produced and executed (13 to 20 points)	Sufficiently produced and executed (9 to 12 points)	Poorly produced or executed (0 to 8 points)	
Impact—25%				
(25 points)	Achieves intended goals/purpose (16 to 25 points)	Somewhat achieves intended goals/purpose (11 to 15 points)	Does not achieve intended goals/purpose (0 to 10 points)	
Total points				
Rank (Gold/Silver/Bronze/None)				