

## Judging Rubric for Marketing 1-2 (campaigns)

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
<b>Integrated strategic plan—25%</b>				
(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)	
<b>Development/execution—50%</b>				
(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)	
<b>Impact—25%</b>				
(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)	
<b>Total points</b>				
<b>Rank (Gold/Silver/Bronze/None)</b>				