

### Judging Rubric for Marketing 3 (single item)

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
<b>Planning/development—15%</b>				
(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)	
<b>Technical quality—20%</b>				
(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)	
<b>Content/script—20%</b>				
(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)	
<b>Production/execution—20%</b>				
(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)	
<b>Impact—25%</b>				
(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)	
<b>Total points</b>				
<b>Rank (Gold/Silver/Bronze/None)</b>				