

Grading Rubric

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Student work is assessed by:

Presentation and team work content:

- Detailed single analyses
- Comparison, appropriateness of cultural adaptation
- Explanation of criteria for adaptation

Structure

- Presentation style
- Media & format
- Appropriateness for academic/professional context
- Adaptation to audience
- Sources

Graded poster presentation (team work)

- Content (ad design, explanation of adaptation, realization)
- Format
- Originality/creativity (close copy of original ads or own twist)
- Presentation style & pitch.