

Final Oral Grade _____

Final Written Grade _____

Final Grade _____

TEACHER RUBRIC HONORS TINKER TOYS AND TEAMWORK GROUP PROJECT

Student _____

Student _____

Student _____

Student _____

Student _____

CRITERIA	COMMENDABLE (5 pts.)	ACCEPTABLE (3 pts.)	UNACCEPTABLE (1 pt. or 0 pts.)	TOTAL POINTS
Title page All parts listed in	Contained all parts correctly placed and balances white space .Pic of project, name of product, course title, my name, teams members and others	One part missing; one part incorrectly capitalized or white space used improperly.	More than one part missing; incorrectly capitalization; white space used improperly.	
Table of Contents	Labeled as Table of Contents; outline format; only beginning page numbers for each section; leaders used; page numbers and leaders aligned.	One part missing.	Two or more parts missing.	
Introduction	Tells report's purpose; previews contents & organization; establishes tone	One element missing.	More than one element missing.	
Organizational Chart	Clearly delineated positions and titles. Physical appearance fine. Identified the structure and explained why it was selected	Some improvement needed in descriptions of titles and officers.	Chart needed some revision.	
Corporate Culture				
Business Environment. Refers to the marketplace in which a company sells its goods and services.	Discusses company's products, competition, customers, government regulation, economic and social factors.	Presented only a few elements related to the business environment.	Insufficient description of the business environment.	

Values Values define both the company's philosophy for achieving success and the frame work within which all employees conduct their day-to-day activities.	Presented company's philosophy and day-to-day activities	Presented some values. Expansion necessary.	Minimal discussion on values.	
Communication Channels These are the regular channels of company communication.	Clearly defined communication channels (upward, downward. Lateral, forward)	Average discussion of communication channels.	Minimal discussion of communication channels.	
Discussion of product, audience and advertising medium				
Product	Developed appropriate product incorporating the 4P's. Product contained 1 moving part.	Incorporated only a few principles of the marketing mix.	Not appropriate. No moving parts.	
Audience	Selected audience appropriate for product.		Selected audience was not appropriate choice for product.	
Advertising media	Selected appropriate channels to promote the product.	Selected channels need more explanation. Others could have been more appropriate.	Selected channels did not fit.	
Rationale	Fully explained rationale for selecting product, audience & media	Average explanation of selection rationale.	Minimal explanation of selection rationale.	
Print advertisement	All parts present. Explained product's benefits and uses. High quality.	Some parts present. Needed to develop more of an appeal. Average quality.	One part present others missing. Low quality.	

Press releases				
Press release Announcing a new VP for Marketing	High quality. Followed by details and positive close. Avoids explicit references to any reader, displays the you attitude by presenting information presumed to be of interest to all readers.	Average quality. Missing details or positive close.	Low quality. Missed the purpose of a press release.	

Press release Announcing new technologies for existing and new business models	High quality. Followed by details and positive close. Avoids explicit references to any reader, displays the you attitude by presenting information presumed to be of interest to all readers.	Average quality. Missing details or positive close.	Low quality. Missed the purpose of a press release.	
Press release Announcing a merger/takeover	High quality. Followed by details and positive close. Avoids explicit references to any reader, displays the you attitude by presenting information presumed to be of interest to all readers.	Average quality. Missing details or positive close.	Low quality. Missed the purpose of a press release.	

Memos Contains appropriate guide word headings Focuses on a single topic. Is conversational and concise. Uses graphic highlighting. Providers for feedback or ends with a forward-looking statement

Memorandum job posting with job description and job specifications for an inside sales position in their company	Quality content. Correct format.	Content: Format:	Poor quality. Incorrect format.	
Memorandum announcing a promotion within the organization.	Quality content. Correct format.	Content: Format:	Poor quality. Incorrect format.	

Letters

Sales Letter (good news)	Used AIDA, correct format. Correct punctuation. Included five parts of letter: return address, inside address, salutation, body, complimentary close.	One item incorrect.	Two or more items incorrect.	
Follow up Letter on the security issues that must be addressed related to information systems)	Used AIDA, correct format. Correct punctuation. Included five parts of letter: return address, inside address, salutation, body, complimentary close.	One item incorrect.	Two or more items incorrect.	

Service Letter (dissatisfied customer)	Used AIDA, correct format. Correct punctuation. Included five parts of letter: return address, inside address, salutation, body, complimentary close.	One item incorrect.	Two or more items incorrect.	
Company Letterhead	Contained all required elements; followed design principles.	All but one required element included; followed most design principles.	More than one element missing; did not follow design principles.	
Optional elements				
1 Video commercial	Included story board & script; high quality.	Included story board & script; average quality.		
2 Radio commercial	Included script; high quality.	Included script; average quality.		
3 Promotional items	High quality.	Average quality.		
4 Employment Pkg	Letters followed appropriate format; high quality.	Letters followed appropriate format; average quality.		
5 Other	High quality.	Average quality.		
Overall Group Oral Presentation				
Members Present/ Time Requirement	All members presented. Met required time limits.	Some of the members did not present for required time limit.	Did not meet or exceeded time limit.	
Transitions	Transitions between members and/or between topic apparent.	Awkward transitions.	No introduction of members or transitional statements apparent.	
Media	Visual aids/media used appropriately to supplement and enhance presentation. High quality media/visual aids.	Visual aids/media could have been used more effectively. Visual aids/media of average quality.	Inappropriate use of visual aids/media to replace omitted explanation(s). Poor quality Visual Aids/Media.	
Dress/Attire	Professional		Unprofessional	