

**HONORS STUDENT RUBRIC
TINKER TOYS AND TEAMWORK GROUP PROJECT**

CRITERIA	COMMENDABLE (5 pts.)	ACCEPTABLE (3 pts.)	UNACCEPTABLE (1 pt. or 0 pts.)	TOTAL POINTS
Title page	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 or incorrectly placed; white space unbalanced.	More than one part missing or incorrectly placed; white space unbalanced.	
Table of Contents	All parts included and properly formatted.	One part missing and/or improperly formatted.	Two or more parts missing and/or improperly formatted.	
Introduction	Told purpose; reviewed contents & organization; establishes tone.	One element missing; needed improvement.	More than one element missing; needed revision	
Organization Chart	Clearly delineated positions and titles. Physical appearance fine. Identify the organizational structure the group has chosen and explain why.	Some improvement needed in descriptions of titles and officers.	Chart needed some revision.	
Corporate Culture				
Business Environment	Discussed 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	Presented philosophy and day-to-day activities	Presented some values. Expansion necessary.	Minimal discussion on values.	
Communication Channels	Clearly defined all communication channels	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 guides for good-news message & displayed proper format.	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 guides for good-news message & displayed proper format.	Average quality. Missing details or positive close.	Low quality. Missed the purpose of a press release.	
Memos				
Memo (a job posting with job description and specifications for an inside sales position in their co)	Quality content. Correct format.		Poor quality. Incorrect format.	

Memorandum (announcing a promotion within the organization)	Quality content. Correct format.		Poor quality. Incorrect format.	
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Letters

Follow up Letter (letter to any entity, internal or external, on the security issues that must be addressed related to tech information systems)	Followed AIDA organization plan, correct format & punctuation; included all letter parts.	One item incorrect or missing.	Two or more items incorrect or missing.	
Service Letter (letter to dissatisfied customer)	Followed AIDA organization plan, correct format & punctuation; included all letter parts.	One item incorrect or missing.	Two or more items incorrect or missing.	
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				
Video commercial	Included story board & script; high quality.	Included story board & script; average quality.		
Radio commercial	Included script; high quality.	Included script; average quality.		
Promotional items	High quality.	Average quality.		
Employment Pkg	Letters followed appropriate format; high quality.	Letters followed appropriate format; average quality.		
Other	High quality.	Average quality.		

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	