Marketing Group Project Rubric

CATEGORY	Exemplary	Proficient	Unsatisfactory
Content	Reflects essential information; is logically arranged; concepts succinctly presented; no misspellings or grammatical errors	Reflects most of the essential information; is generally logically arranged; concepts presented without too many excess words; fewer than three misspellings or grammatical errors.	Contains extraneous information; is not logically arranged; contains numerous spelling and grammatical errors.
Arrangement of Concepts	Main concept easily identified; subconcepts branch appropriately from main idea	Main concept easily identified; most subconcepts branch from main idea.	Main concept not clearly identified; subconcepts don't consistently branch from main idea.
Graphics	Graphics used appropriately; greatly enhance the topic and aid in comprehension; are clear, crisp and well situated for the presentation type.	Graphics used appropriately most of the time; most graphics selected enhance the topic, are of good quality, and are situated for the presentation type.	Graphics used inappropriately and excessively; graphics poorly selected and don't enhance the topic; some graphics are blurry and ill-placed.
Text	Easy to read/ appropriately sized; no more than three different fonts; amount of text is appropriate for intended audience; boldface used for emphasis.	Most text is easy to read; uses no more than four different fonts; amount of text generally fits intended audience.	Font too small to read easily; more than four different fonts used; text amount is excessive for intended audience.
Design	Clean design; high visual appeal; four or fewer symbol shapes; fits page without a lot of scrolling; color used effectively for emphasis.	Design is fairly clean, with a few exceptions; diagram has visual appeal; four or fewer symbol shapes; fits page well; uses color effectively most of time.	Cluttered design; low in visual appeal; requires a lot of scrolling to view entire diagram; choice of colors lacks visual appeal and impedes comprehension.

Marketing Group Presentation Rubric

CATEGORY	Exemplary	Proficient	Unsatisfactory
Organization	Group presents information in logical, interesting sequence which audience can follow.	Group presents information in logical sequence which audience can follow.	Audience has difficulty following presentation because group jumps around.
Subject Knowledge	Group demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration.	Group is at ease with expected answers to all questions, but fails to elaborate.	Group is uncomfortable with information and is able to answer only rudimentary questions.
Eye Contact	Group members maintain eye contact with audience, seldom returning to notes.	Group members maintain eye contact most of the time, but frequently return to notes.	Group members occasionally use eye contact, but still read most of report.
Elocution	Group members use a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.	Group member's voices are clear. Group members pronounce most words correctly. Most audience members can hear presentation.	Group member's voices are low. Group members incorrectly pronounce terms. Audience members have difficulty hearing presentation.