

Team Members: _____

RUBRIC
Media Project: Advertising Campaign
Promoting the Media Class

The following criteria will be evaluated for each team member:

TEAMWORK AND COMMUNICATION	Points Possible	Points Earned
Communicated with customer to establish requirements.	20	
Planned and organized work.	15	
Understood team concepts	20	
Effectively solved problems with team	20	
Demonstrated a positive attitude and willingness to work.	15	
Demonstrated a willingness to learn.	15	
Assisted others with technical issues & sought help if needed	10	
Listened to others & accepted constructive criticism	20	
Exhibited good work ethic and came to class prepared to work	20	
Worked with minimal supervision.	15	
AD CAMPAIGN PRODUCTS		
Contributed in creating three forms of ads	75	
Organized ads with a logical flow.	15	
Incorporated three persuasive techniques in video ad	30	
Met customer needs	20	
Reached target audience effectively	20	
Used equipment and resources properly	10	
Completed ad campaign on time	20	
Marketing Plan completed	20	
Self-Assessment/Exit Slip Completed	20	
Total	400	

Comments: