**Financial Struggles for State Fairs and Amusement Parks Rubric**

**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Category** | **25** | **20** | **15** | **10 or less** |
| **Description of Theme Park and Target Markets** | Excellent – thorough information, adequate for decision making | Good – 75% of needed information covered | Fair – 50% of needed information covered | Poor – less than 50% of needed information covered |
| **Description of Successful National Competition and Their Marketing Strategies** | Well-organized plan, backed by facts | Good plan, organized, but lacks facts | Fair plan, somewhat organized, but needs more research and facts | Poor plan that is unorganized, lacks facts, and is based upon inadequate information |
| **Marketing Strategies to Increase Sales** | Excellent – realistic strategy based upon facts | Good strategy, but needs more facts | Fair strategy but has very few facts | Inadequate strategy backed by no facts |
| **Presentation of Information** | Well-organized, convincing presentation | Good presentation, but could be enhanced with more information | Fair presentation, but needs much more information | Poor presentation with no information to back up the plan of action |

Total Points \_\_\_\_\_\_\_\_

Maximum Score 100 pts.