**Marketing Utility Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5** |  |
|  |  |  |  |  |  |
| Appropriate | Product uses all 5 | Company uses at | Company uses at | Company uses |  |
| Product | forms of | least 3 forms of | least 2 forms of | less than 2 forms |  |
|  | marketing utility | marketing utility | utility | of utility |  |
| Attractiveness | Multiple forms of | Font, color, and | Font, color, and | Font, color, and |  |
|  | font, color, and | graphics are used | graphics distract | graphics are |  |
|  | graphics used to | correctly to | from the poster | incorrectly placed |  |
|  | correctly enhance | enhance the | content | on the poster |  |
|  | the poster | poster |  |  |  |
| Marketing Utility | All marketing | At least 4 | At least 3 | Less than 3 |  |
| Description | utilities are | marketing utilities | marketing utilities | marketing utilities |  |
|  | described | are described | are described | are described |  |
|  | correctly. | correctly. | correctly. |  |
|  | correctly. |  |
|  |  |  |  |  |
| Product and | All marketing | At least 4 of the | At least 3 of the | Less than 3 of the |  |
| Marketing Utility | utilities are | marketing utilities | marketing utilities | marketing utilities |  |
|  | correctly used | are correctly used | are correctly used | are correctly used |  |
|  | with the product | with the product | with the product | with the product |  |
| Product Value | All marketing | At least 4 of the | At least 3 of the | Less than 3 of the |  |
|  | utilities add value | marketing utilities | marketing utilities | marketing utilities |  |
|  | to the product | add value to the | add value to the | add value to the |  |
|  |  | product | product | product |  |
|  |  |  |  |  |  |

**Team Name:**

**Total Score (100 Max Points):**