**Effective Advertising Research Project Rubric**

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

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| **CATEGORY** |  | **20** |  | **15** |  | **10** | **5** |  |  |
| **Research****Strategy** |  | Well organized and explained research strategy. |  | Well organized research strategy needed better explanation. |  | Research completed in an unorganized manner lacking consistency when conducting surveys. | Last minute research completed with little thought. |  |  |
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| **Accumulated****Results from****Surveying 8****People** |  | All responses recorded and provided in computer generated table. |  | All responses recorded in hand written document. |  | Responses not recorded but reported on from the team’s notes. | Responses shared with audience but no document to verify. |  |  |
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| **Reported Survey****Results** |  | All results welldefined. |  | Results explainedbut needed moredepth. |  | Incomplete resultsreported. | Results had nodocumentation forvalidation. |  |  |
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| **Summary Based** **on Results** |  | Fully defined for company growth strategy. |  | Defined salespromotion but did not relate an advertising plan to company growth. |  | Incomplete explanation for sales promotion and growth plans for the company. | Slightly defined sales promotion plan that had no defined relationship with company growth. |  |  |
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| **Presentation of** **Results to the** **Class** |  | Thoroughly defined the research procedure, information collected, and supported the conclusion. |  | Explained the research process and answers fromparticipants but did not provide a conclusion based on responses. |  | Incomplete explanation of the survey process and no conclusion given. | Incomplete information that only include a conclusion from the study. |  |  |
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Total Score \_\_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points