**National Brand Research Rubric**

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

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| **CATEGORY** |  | **20** |  | **15** |  | **10** | **5** |  |  |
| **Advertising** |  | Fully defined for  company growth  strategy. |  | Defined advertising but did not relate an advertising plan to company growth. |  | Incomplete  explanation for the  advertising and  growth plans for the  company. | Slightly defined  advertising plan that  had no defined  relationship with  company growth. |  |  |
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| **Public Relations** |  | Fully defined for  company growth  strategy. |  | Defined public relations but did not relate an advertising plan to company growth. |  | Incomplete  explanation for  public relations and  growth plans for the  company. | Slightly defined  public relations plan  that had no defined  relationship with  company growth. |  |  |
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| **Personal Selling** |  | Fully defined for  company growth  strategy. |  | Defined personal selling but did not relate an advertising plan to company growth. |  | Incomplete explanation for personal selling and growth plans for the company | Slightly defined personal selling plan that had no defined relationship with company growth. |  |  |
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| **Sales Promotion** |  | Fully defined for company growth strategy. |  | Defined sales promotion 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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| **Overall Quality of the PowerPoint Presentation** |  | All four elements thoroughly covered to describe a growth strategy for the company |  | All four elements thoroughly covered to describe a growth strategy for the company. |  | All four elements thoroughly covered to describe a growth strategy for the company. | Incomplete explanation that does not support a full company growth strategy. |  |  |
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Total Score \_\_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points