

Rubric for Food Venue Advertisement

Task Description:					
Students will:					
<ul style="list-style-type: none"> • select a promotional material for a food venue advertisement • design a food venue advertisement that includes a name, location, phone number and catchy slogan • create an advertisement that will attract customers to the venue • present advertisement to students in class 					
Criteria	weight	Exceptional	Admirable	Marginal	Unacceptable
Graphics	25%	<input type="checkbox"/> Graphics effectively entice audience; accurately conveys message	<input type="checkbox"/> Visuals and images are attractive; adequately conveys message	<input type="checkbox"/> Use of visuals and images is limited; message is conveyed	<input type="checkbox"/> Use of visuals and images is confusing or absent; message is confusing
Marketing Strategies	25%	<input type="checkbox"/> Expertly develops and implements marketing strategies	<input type="checkbox"/> Develops and implements marketing strategies	<input type="checkbox"/> Attempts to develop and implement marketing strategies	<input type="checkbox"/> No apparent marketing strategies
Visual Appeal	25%	<input type="checkbox"/> Original and creative design	<input type="checkbox"/> Design is adequate	<input type="checkbox"/> Design lacks creativity	<input type="checkbox"/> Design is dull
Product	25%	<input type="checkbox"/> Product would serve as a strong asset in marketing a restaurant	<input type="checkbox"/> Product would be an acceptable tool in marketing a restaurant	<input type="checkbox"/> With additional attention to detail, product could become valuable in marketing a restaurant	<input type="checkbox"/> Product is not suitable in marketing a restaurant

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____