**Marketing Goods and Services**

**Unlimited Wants and Limited Resources Poster Assignment #1 Rubric**

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| CATEGORY |  | **20** | **15** |  | **10** | **5 or less** |  |
| **Required** |  | The poster includes | All required elements |  | All but 1 of the | Several required |  |
| **Elements** |  | all required elements | are included on the |  | required elements | elements were |  |
|  |  | as well as additional | poster. |  | are included on the | missing. |  |
|  |  | information. |  |  | poster. |  |  |
|  |  |  |  |  |  |  |  |
| **Content -** |  | At least 7 accurate | 5-6 accurate facts |  | 3-4 accurate facts | Less than 3 accurate |  |
| **Accuracy** |  | facts are displayed | are displayed on the |  | are displayed on the | facts are displayed |  |
|  |  | on the poster. | poster. |  | poster. | on the poster. |  |
|  |  |  |  |  |  |  |  |
| **Attractiveness** |  | The poster is | The poster is |  | The poster is | The poster is |  |
|  |  | exceptionally | attractive in terms of |  | acceptably attractive | distractingly messy |  |
|  |  | attractive in terms of | design, layout and |  | though it may be a | or very poorly |  |
|  |  | design, layout, and | neatness. |  | bit messy. | designed. It is not |  |
|  |  | neatness. |  |  |  | attractive. |  |
|  |  |  |  |  |  |  |  |
| **Knowledge** |  | Student can | Student can |  | Student can | Student appears to |  |
| **Gained** |  | accurately answer all | accurately answer |  | accurately answer | have insufficient |  |
|  |  | questions related to | most questions |  | about 75% of | knowledge about the |  |
|  |  | facts in the poster | related to facts in the |  | questions related to | facts or processes |  |
|  |  | and processes used | poster and |  | facts in the poster | used in the poster. |  |
|  |  | to create the poster. | processes used to |  | and processes used |  |  |
|  |  |  | create the poster. |  | to create the poster. |  |  |
|  |  |  |  |  |  |  |  |
| **Graphics -Clarity** |  | Graphics are all in | Most graphics are in |  | Most graphics are in | Many graphics are |  |
|  |  | focus and the | focus and the |  | focus and the | not clear or are too |  |
|  |  | content easily | content easily |  | content is easily | small. |  |
|  |  | viewed and identified | viewed and identified |  | viewed and identified |  |  |
|  |  | from 6 ft. away. | from 6 ft. away. |  | from 4 ft. away. |  |  |
|  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_** **Maximum 100 Points**