

Deliverable Rubric

CONTENT CRITERIA	UNSATISFACTORY	PROFICIENT	ADVANCED
<p>(1) Promotional Item</p> <p>(2) Electronic Media</p> <p>(3) Print Media</p>	<p>Does not include each of the minimum (3) required deliverables.</p> <p>An individual deliverable does not include two or more of the proficient requirements.</p> <p>An individual deliverable is a “draft” and is not suitable for final presentation.</p>	<p>Includes the (3) minimum required deliverables.</p> <p>Promotional Item: Includes a slogan that promotes moving to the selected colony & item fits the residents of the colony.</p> <p>Electronic and Print Media: Both are professional final copies that accurately represent the environment and residents of the colony and focus correctly on the traits that would make an individual want to move to the colony.</p> <p>Uses innovative methods – not just the normal commercial and brochure.</p>	<p>Meets Proficient Requirements and two of the below:</p> <p>Goes beyond a basic analysis into critical thinking of the best marketing tool and slogans to entice colonists to relocate.</p> <p>Includes a detailed explanation of why the specific media was selected is going to work.</p> <p>Includes four or more deliverables and the added deliverables are of a professional nature.</p>
	0 ----- 35 ----- 69	70 ----- 80 ----- 89	90 ----- 95 ----- 100