

Deliverable Rubric

CONTENT CRITERIA	UNSATISFACTORY	PROFICIENT	ADVANCED
<p>(1) Promotional Item</p> <p>(2) Electronic Media</p> <p>(3) Other 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 or tag line that promotes moving to the selected colony. Selected item fits the residents of the colony.</p> <p>Electronic & Other 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 there.</p> <p>Uses innovative methods, not just the typical 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