

Product Name: _____

Period: _____

Buy My Product Rubric

Category	Exceeds Standard	Meets Standard	Attempts to Meet Standard	Does Not Meet Standard
Product	<ul style="list-style-type: none"> Idea is extremely original Prototype is extremely creative 	<ul style="list-style-type: none"> Idea is original Prototype is creative 	<ul style="list-style-type: none"> Idea attempts originality Prototype attempts creativity 	<ul style="list-style-type: none"> Idea lacks originality Prototype lacks creativity
Slogan	<ul style="list-style-type: none"> Slogan reflects a deep connection to the product/business Slogan is extremely memorable 	<ul style="list-style-type: none"> Slogan reflects a connection to the product/business Slogan is memorable 	<ul style="list-style-type: none"> Slogan attempts to reflect a connection to the product/business Slogan is somewhat memorable 	<ul style="list-style-type: none"> Slogan does not reflect a connection to the product/business Slogan is not memorable
Proposal	<ul style="list-style-type: none"> Contains multiple persuasive techniques Contains zero G.U.M.S. errors 	<ul style="list-style-type: none"> Contains some persuasive techniques Contains very few G.U.M.S. errors 	<ul style="list-style-type: none"> Contains few persuasive techniques Contains some G.U.M.S. errors 	<ul style="list-style-type: none"> Contains no persuasive techniques Contains multiple G.U.M.S. errors
Poster	<ul style="list-style-type: none"> Displays the product name and slogan Contains multiple persuasive devices 	<ul style="list-style-type: none"> Displays the product name Contains some persuasive devices 	<ul style="list-style-type: none"> Contains the product name Contains few persuasive devices 	<ul style="list-style-type: none"> Does not contain the product name or slogan Contains no persuasive devices
Presentation	<ul style="list-style-type: none"> All presenters are knowledgeable about the product Product is presented with much enthusiasm 	<ul style="list-style-type: none"> Most presenters are knowledgeable about the product Product is presented with some enthusiasm 	<ul style="list-style-type: none"> Some presenters are knowledgeable about the product Product is presented with little enthusiasm 	<ul style="list-style-type: none"> Few to no presenters are knowledgeable about the product Product is presented with no enthusiasm

_____ x 10 + _____ x 9 + _____ x 8 + _____ x 7