

Business Advertising Component

Name of Business _____

Student Name(s) _____

Score Levels	Excellent	Good	Needs Improvement	Does Not Meet Standards
<p>*Content (Questions 2, 4, 5)</p> <p>*weighted more</p>	<ul style="list-style-type: none"> ▪ All answers are well thought out and effectively and accurately communicates the rationale behind your advertising campaign and knowledge of your market ▪ Reflects application of critical thinking 	<ul style="list-style-type: none"> ▪ All answers are well thought out and effectively communicates the rationale behind your ad campaign and knowledge of your market ▪ Has application of critical thinking that is apparent 	<ul style="list-style-type: none"> ▪ Most answers are well thought out and communicates the rationale behind your ad campaign ▪ Has application of critical thinking ▪ Has some factual errors or inconsistencies 	<ul style="list-style-type: none"> ▪ Does not show comprehension of product/service market ▪ Does not communicate rationale behind ads ▪ Has no apparent application of critical thinking
<p>*Persuasiveness Of Ads</p> <p>*weighted more</p>	<ul style="list-style-type: none"> ▪ I MUST BUY YOUR PRODUCT/USE YOUR SERVICE NOW!!! ▪ Successfully incorporates and discusses many advertising techniques 	<ul style="list-style-type: none"> ▪ I really want to buy your product/use your service ▪ Successfully incorporates and discusses some advertising techniques 	<ul style="list-style-type: none"> ▪ I might want to buy your product/use your service ▪ May incorporate some advertising techniques 	<ul style="list-style-type: none"> ▪ Why would I want to buy your product/use your service? ▪ Does not use any advertising tactics or techniques
<p>The Pitch</p>	<ul style="list-style-type: none"> ▪ Facial expressions and body language generate strong interest and enthusiasm for your business ▪ Relaxed, confident, establishes eye contact with everyone in room 	<ul style="list-style-type: none"> ▪ Facial expressions and body language generate interest and enthusiasm for your business ▪ Relaxed and establishes eye contact with everyone in room 	<ul style="list-style-type: none"> ▪ Presentation did not always hold nor sway the attention of the audience ▪ Establishes eye contact 	<ul style="list-style-type: none"> ▪ Presentation was not captivating; not at all persuasive ▪ Poor posture/does not look at class
<p>Creativity of Ads</p>	<ul style="list-style-type: none"> ▪ Wins a Clio! ▪ Evocative and original 	<ul style="list-style-type: none"> ▪ Nominated for a Clio ▪ Impressionable and original 	<ul style="list-style-type: none"> ▪ Striving for a Clio ▪ Gets some reaction ▪ May look familiar 	<ul style="list-style-type: none"> ▪ What's a Clio? ▪ Boring of confusing ▪ Unoriginal
<p>Effort</p>	<ul style="list-style-type: none"> ▪ Extreme 	<ul style="list-style-type: none"> ▪ Respectable 	<ul style="list-style-type: none"> ▪ Mediocre 	<ul style="list-style-type: none"> ▪ Questionable

Comments:

Total Grade: