

Advertisement Project Rubrics

Handout

Magazine, billboard, email, and popup advertisements (done on your own)				
Points	0	1-2	3-4	5
Selling Strategies and Focus Group (Male, Female, Teens, etc.)	No sign of selling strategies	Advertisement has one strategy, and only addresses a small group of people.	Advertisement has two strategies, and only addresses certain customers.	Advertisement has three or more strategies addressed, and the advertisement speaks to nearly every type of consumer.
Professionalism	Entire advertisement is unprofessional.	Advertisement looks sloppy. No attention to detail or design.	Advertisement looks alright, but could be neater. The advertisement needs some extra time put in.	Advertisement could be viewed in public, and could be effective in bringing in business.
Included Sales Techniques (discounts, pictures, excitement, and addressed competition)	No sales techniques included in advertisement.	There is only one technique used in the advertisement.	There are 2 to all techniques, but the pictures are sloppy, or the advertisement lacks excitement.	The advertisement includes all required techniques done completely and effectively.
In class work time	Never worked on project during class.	Messed around for half the class period. Didn't use time wisely.	Worked on project most of the time, but were sometimes distracted or distracting to others.	You were focused and put in a lot of effort into advertisement while in class.
Points	0	1-2	3-4	5
Radio Advertisement (may be done in groups of 2-3)				
Selling Strategies and Focus Group (Male, Female, Teens, etc.)	No sign of selling strategies	Radio ad has one strategy, and only addresses a small group of people.	Radio ad has two strategies, and only addresses certain customers.	Radio ad has three or more strategies addressed, and the advertisement speaks to nearly every type of consumer.
Professionalism and Time. (20-35 seconds)	Entire radio advertisement is unprofessional.	The radio ad sounds sloppy. The ad. is full of	The radio is understandable, but it is hard to	The radio ad sounds professional

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		bad articulation, and speaker is hard to understand. The ad was well out of the time requirement.	get a clear message of what the speaker is trying to sell. The ad was just outside of time requirement.	throughout. Listener can clearly understand what it is speaker is trying to sell. The ad fit perfectly within the time requirement.
Included Sales Techniques (discounts, pictures, excitement, and addressed competition)	No sales techniques included in radio ad.	There is only one technique used in the radio ad.	There are 2 to all techniques, but the speaker lacks excitement. The radio ad fails to draw in customers.	The radio ad includes all required techniques done completely and effectively.
In class work time	Never worked on project during class.	Messed around for half the class period. Didn't use time wisely.	Worked on project most of the time, but were sometimes distracted or distracting to others.	You were focused and put in a lot of effort into advertisement while in class.
Points	0	1-2	3-4	5
TV Advertisement/Commercial (may be done in groups of 2-3)				
Selling Strategies and Focus Group (Male, Female, Teens, etc.)	No sign of selling strategies	The commercial has one strategy, and only addresses a small group of people.	The commercial has two strategies, and only addresses certain customers.	The commercial has three or more strategies addressed, and the advertisement speaks to nearly every type of consumer.
Professionalism and Time (30-45 seconds)	Entire commercial is unprofessional.	The commercial looks sloppy. The camera is shaky, and viewer cannot understand the actors. The ad was well out of time requirement.	The commercial could be neater. There seems to be points in the commercial where it is hard to see or hear actors and product. The ad just missed the time requirement.	The commercial could be viewed in public, and could be effective in bringing in business. The ad was within the time requirement.
Included Sales	No sales	There is only one	There are two to	The commercial

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Techniques (discounts, pictures, excitement, and addressed competition)	techniques included in the commercial.	technique used in the commercial.	all techniques, but the camera work is sloppy, or the actors lack excitement.	includes all required techniques done completely and effectively.
In class work time	Never worked on project during class.	Messed around for half the class period. Didn't use time wisely.	Worked on project most of the time, but were sometimes distracted or distracting to others.	You were focused and put in a lot of effort into the commercial while in class.
Points	0	1-2	3-4	5