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

The commercial

There are two to

Included Sales

No sales

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Techniques	techniques	technique used in	all techniques, but	includes all
(discounts,	included in the	the commercial.	the camera work	required
pictures, excitement, and addressed competition)	commercial.		is sloppy, or the actors lack excitement.	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