

BUSINESS EXPO – RUBRIC (5W7, 5RI7, 5SL5)

Business Owners: _____ Class: _____

	4 - Exceeds Expectations	3 - Meets Expectations	2 - Needs Improvement	1- Emerging
Content of all 5 parts of the assignment: (Marketing plan, marketing survey, business proposal, 2 advertisements)	Project contains all 5 parts, each part showcases a high level of creativity and analysis. The project is logical and could be applied in the context of the real world.	Project contains all 5 parts, each part contains moments of analysis and creativity. The project is logical and could be applied in the context of the real world.	Project contains only partially completed assignments or creativity and analysis are lacking. There may be parts of the project that are not logical in the context of the real world.	Project is incomplete, and is missing many components.
Organization of visual display	The visual components are exceptionally neat, organized, and attractive.	The visual components are neat, organized, and attractive.	Not all components are neat, organized, and attractive	Lacks effort and attention to detail.
Student's Choice (Poem, graph/chart, testimonials, commercial, prototype-photo or something tangible)	The piece exhibits a high level of effort, understanding, and creativity. The student's choice is meaningful, purposeful, original, and effective.	The student's choice is meaningful, purposeful, original, and effective.	The student's choice has a limited impact on the project	Student's choice is missing, incomplete and/or unclear.
Standard English Conventions	Very few obvious spelling and grammar errors	Errors do not interfere with communication	Errors somewhat interfere with communication of ideas	Little control of sentence structure, grammar, mechanics
Oral Presentation	Maintains great eye contact, with all information pronounced correctly, and at an appropriate volume. Great expression & intonation.	Maintains eye contact. Almost all information pronounced correctly, and at a reasonable volume. Good expression & intonation.	Very little eye contact. Struggles to pronounce words accurately. Volume is too soft, and voice shows little intonation or expression.	No eye contact. Mumbled or mispronounced words. No intonation or expression