

Group Members: _____

Advertising Campaign Project Rubric

Marketing Strategy					
<ul style="list-style-type: none"> target audience is identified plan to spend budget is developed & well thought out catchy slogan 		6	3	0	
Advertisements					
➤ Broadcast Ad (TV or Radio)					
Script		2	1	0	
Final Product	6	4	2	0	
<ul style="list-style-type: none"> creative and interesting well-rehearsed effective use of persuasive techniques target audience is clear 					
➤ Internet-based Ad (Website, Facebook, or Twitter)					
Rough draft/Template		2	1	0	
Final Product	6	4	2	0	
<ul style="list-style-type: none"> creative effective use of persuasive techniques target audience is clear includes product & purchasing info. 					
➤ Print Ad (Magazine Ad, Billboard, or T-shirt)					
Rough draft/Template		2	1	0	
Final Product	6	4	2	0	
<ul style="list-style-type: none"> creative neat effective use of persuasive techniques target audience is clear 					
					Sub-Total: /30 points
Individual Participation					
	-5	-4	-3	-2	Total: /30 points
	-5	-4	-3	-2	Total: /30 points
	-5	-4	-3	-2	Total: /30 points
	-5	-4	-3	-2	Total: /30 points

Notes on presentation: