

Marketing Project Rubric

	Poor (0)	Fair (10)	Good (12)	Excellent (15)
Word Cloud	Does not generate a personal word cloud.	Generates a word cloud but does not have enough data.	Generates a word cloud but does not have negative attributes.	Generates a robust word cloud that demonstrates both positive and negative attributes.
Objectives	Does not state what the ultimate objective is.	Identifies multiple objectives but does not focus on one.	Somewhat states ultimate objective but is slightly ambiguous.	Clearly states what ultimate objective is.
SWOT Analysis	Does not identify any part of personal SWOT analysis.	Identifies only personal strengths and weaknesses.	Somewhat identifies personal strengths, weaknesses, opportunities and threats to themselves.	Clearly identifies personal strengths, weaknesses, opportunities and threats to themselves.
Environment	Does not attempt analysis of occupational environment.	Identifies a few factors concerning occupational environment but leaves important factors out.	Identifies appropriate factors concerning occupational environment but leaves out specifics about their impact.	Identifies appropriate factors concerning occupational environment and provides specifics about their impact.
The Offering	Does not provide description of what student can offer an organization upon graduation.	Provides a description of what student has to offer, but it does not bring value to the organization.	Provides a description of what student has to offer, but it is not different enough from everyone else entering the market.	Provides a description of what student has to offer, and the offering is different, creative and exciting.
Positioning	Does not provide a positioning strategy.	Identifies different strategies for positioning, but fails to pick one, leaving strategy ambiguous.	Identifies an appropriate positioning strategy but is vague about implementation.	Identifies exciting positioning strategies and provides implementation details.
Promotion	Does not consider advertising, sales promotion, PR, or personal selling promotional strategies.	Only identifies one promotional strategy, which flattens approach.	Covers all four promotional strategies, but all four are not robust approaches.	Covers all four promotional strategies, and all four are robust approaches.
Pricing	Does not develop list of the costs involved in choosing selected career path.	Develops list of costs involved in career path but leaves out several items.	Develops list of costs involved in career path but leaves out a few items.	Develops detailed list of the costs involved in choosing selected career path.
Strategy	Does not develop any brand building action items.	Develops a few brand building action items but they do not create competitive advantage.	Develops several brand building action items and a few create a competitive advantage.	Develops several brand building action items and all of them create a competitive advantage.
Relationships	Does not attempt to network and make sustainable connections.	Attempts to build a network but does not really demonstrate sustainable connections.	Builds a small network of sustainable connections.	Builds a significant network of sustainable connections.
Social Responsibility	Does not provide a list of stakeholders in career path nor how social responsibility interacts with stakeholders.	Provides a list of stakeholders in career path but cannot reconcile how social responsibility is connected.	Provides list of stakeholders in career path and demonstrates moderate understanding of how social responsibility and stakeholders interact.	Provides list of stakeholders in career path and demonstrates thorough understanding of how social responsibility and stakeholders interact.
Contingency Plan	Does not provide a contingency plan.	Provides a broad and ambiguous contingency plan.	Provides a contingency plan over the next five years.	Provides a detailed contingency plan over the next 10 years.