

Chapter 25 Price Planning

Discovery Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines below to assess the content of your Discovery Project. Rate your performance and give yourself a score for each criterion. Then give your answers and this completed Evaluation Rubric to your teacher to evaluate.

Self-Evaluation Guidelines

Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)
<ul style="list-style-type: none"> • Includes all of the required content elements • Very well organized • All details provided • Logical conclusions supported by research • Presentation of findings extremely effective and/or appropriate 	<ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Conclusions somewhat logical and somewhat supported by research • Presentation of findings somewhat effective and/or appropriate 	<ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Conclusions illogical and not supported by research • Presentation of findings ineffective and/or inappropriate

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
Content					
Identification of target market					
Criteria for selecting product for target market					
Comparison of competition					
Analysis of product prices online					
Analysis of product prices in pharmacies					
Analysis of product prices in supermarkets					
Analysis of product prices in department stores					
Research to support analysis of pricing goals and factors					
Collaboration with partner					
Effective presentation of report					
Total					

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