

# Unit 1 The World of Marketing

## Marketing Internship Project Evaluation Rubric

**Directions** Use the Self-Evaluation Guidelines below to assess the content of your Marketing Internship 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"> <li>• Includes all of the required content elements</li> <li>• Very well organized</li> <li>• All details provided</li> <li>• No grammatical errors</li> <li>• Creatively designed and executed</li> </ul>	<ul style="list-style-type: none"> <li>• Includes some of the required content elements</li> <li>• Well organized</li> <li>• Many general details provided</li> <li>• Few grammatical errors</li> <li>• Neatly keyed or handwritten</li> </ul>	<ul style="list-style-type: none"> <li>• Includes few or none of the required content elements</li> <li>• Disorganized</li> <li>• Few or no details provided</li> <li>• Many grammatical errors</li> <li>• Typos or illegible handwriting</li> </ul>

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
<b>Content</b>					
Knowledge of the specialty coffee and tea market in the United States					
Evidence of thorough analysis of political, environmental, socio-cultural, and technological factors that may affect the coffee and tea market (PEST Analysis)					
Comprehensive SWOT analysis for the Italian Café Chain					
Description of marketing mix (product, place, price, promotion); suggestions for the Italian Café					
Research to support recommendations					
Proper use of marketing terminology					

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