

Unit 5 Selling

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"> • Includes all of the required content elements • Very well organized • All details provided • No grammatical errors • Creatively designed and executed 	<ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Few grammatical errors • Neatly keyed or handwritten 	<ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Many grammatical errors • Typos or illegible handwriting

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
Content					
Knowledge of the sales process and effective selling techniques					
Knowledge of reusable wall graphics products and customers					
Completeness of sales training plan, including rubric					
Sample dialogue for each step of the sale					
Suggested sales aids					
Proper use of marketing terminology					
Mechanics					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills; appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
Total					

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