

Unit 10 Product and Service Management

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 pet market					
Evidence of comprehensive PEST and SWOT analyses					
Product feasibility and rationale for it					
Marketing plan					
Sample product packaging and promotional materials					
Proper use of marketing terminology					
Mechanics					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills (oral); neatness and legibility (written)					
Spelling and grammar					
Total					