

## Unit 7 Distribution

### 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 market for wooden sculptures and replicas of artists' works					
Understanding of various channels of distribution					
Diagram of chosen channels of distribution for target market(s)					
Rationale for selected channels of distribution					
Logistics—inventory management and shipping plans					
Research to support ideas presented in the overall plan					
<b>Mechanics</b>					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills; appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
<b>Total</b>					