

# Unit 4 Skills for 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>					
Clear understanding of financial literacy					
Knowledge of currently available financial literacy programs					
Knowledge of mathematics, communication and interpersonal skills, and technology					
Website design and interactive program for financial literacy					
Evaluation tool to determine the effectiveness of the program					
Research to support selection of topics and program features					

