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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	Satisfactory	Poor		
(10–8 points)	(7–4 points)	(3–0 points)		
 Includes all of the required content elements Very well organized All details provided No grammatical errors Creatively designed and executed 	 Includes some of the required content elements Well organized Many general details provided Few grammatical errors Neatly keyed or handwritten 	 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					
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						

Unit 4 Skills for Marketing

Marketing Internship Project Evaluation Rubric continued

Mechanics					
Logical organization and	1	10 CHWINICS			
continuity of presentation					
Level of detail					
Speaking and listening skills; appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
			Total		
-					