

Judging Rubric | Marketing Strategy & Materials

Please use this rubric to help guide the scoring of student work against the assessment criteria. Simply circle or highlight the statement that best suits the quality of work presented by students to score.

Team Number:

Assessment Criteria	0	1	2	3	4	5	Score
1. Strategy & Organisation [15%] <i>(within strategy)</i>	No evidence of strategy in the submitted work.	Incomplete marketing strategy with some sections not attempted.	Marketing strategy mostly complete with little justification for decisions.	Justification mostly provided for the outlined strategy.	Strong strategy that is mostly resolved with connection across all aspects.	Clearly strategy with strong justification that is well thought through.	
2. Research & Inquiry [15%] <i>(within strategy)</i>	No evidence of research in the submitted work.	Extremely limited research undertaken for the submission.	Some evidence of research in the document submitted.	Research completed with limited interpretation.	Quality research with some interpretation in the strategy.	Thorough research undertaken with data interpreted with relevance.	
7. Real World Application [10%] <i>(within strategy)</i>	No connection to the real world in submission.	Unrealistic strategy that is unlikely to be implemented and/or make impact.	Few elements of the strategy could be implemented as outlined.	Realistic strategy that requires more detail to make impact.	Actionable strategy with a strong connection to the target customers outlined.	Highly effective and actionable strategy that takes into account the current marketplace.	
3. Creativity & Innovation [25%] <i>(within materials)</i>	No evidence of creativity.	Limited application of creativity in submitted work, with some aspects not complete.	Some creativity shown in the marketing materials, but lacks effort in some areas.	Application of creativity is demonstrated to some degree across most of the submissions.	Professional, creative approach across marketing materials which is mostly resolved.	Creative and compelling marketing materials that stand out.	
5. Communication [25%] <i>(within materials)</i>	No attempt at the task.	Extremely unclear materials that lacks effort and endeavour.	Unclear message at times with few professional elements.	Mostly clear message that somewhat connects with the target audience.	Professional marketing materials that connects with the target audience.	Highly effective marketing message that connects with the target audience with consistency.	
6. Use of Digital Technology [10%] <i>(within materials)</i>	No attempt at the task.	Files submitted, but some work cannot be opened.	Photos of some hand completed marketing materials submitted alongside limited digital files.	Digital materials are completed with some production errors.	Confident marketing materials with minimal production errors.	Highly effective and professional use of software to produce quality materials.	