

March 4 Field Trip Group Report Project

Evaluation Rubric

Rating	Outstanding (4)	Competent (3)	Acceptable (2)	Unacceptable (1)
Grasp of Concept (35%)	Solid understanding of the marketing concepts and practices involved in the project	Good understanding of the marketing concepts and practices involved in the project	Fair understanding of the marketing concepts and practices involved in the project	Understanding of key concepts and practices not apparent
Analytical Thinking (30%)	The written work is clear and concise. The discussion shows good understanding of basic marketing concepts involved in the retailer's practices. Analysis of the effectiveness of marketing strategy is well supported by data and observations.	The written work is mostly clear and concise. The discussion shows fair understanding of basic marketing concepts involved in the retailer's practices. Analysis of the effectiveness of marketing strategy is largely supported by data and observations.	The written work is somewhat vague and/or ambiguous. The discussion shows rudimentary understanding of basic marketing concepts involved in the retailer's practices. Analysis of the effectiveness of marketing strategy is not adequately supported by data and observations.	The written work contains ambiguity and confusion. E The discussion shows little understanding of basic marketing concepts involved in the retailer's practices. Analysis of the effectiveness of marketing strategy lacks support in terms of data and observations.
Presentation (20%)	Main messages are clear and concise. Good flow of ideas. Excellent blend of texts and graphics. Engaging and interesting content and style. Respect for time or word limit.	Main messages are largely clear and concise. Pretty good flow of ideas. Good mix of texts and graphics. Quite engaging and interesting content and style. Manage time and text length reasonably well.	Main messages are fairly clear and concise. Some evidence of attempt at coherence. Both texts and graphics are featured. Content and style need to be more appealing. Exceeds or fall way short of time allotted or word count expected.	Main messages lack clarity. Flow of ideas is hindered by poor organisation. Lacks a mix of texts and graphics. Both content & style need work. No evidence of respect for time or word limit.

Teamwork (15%)	Teamwork is evident in quality of work and close collaboration during presentation	Sufficient teamwork to ensure quality of work and collaboration during presentation	Some evidence of collaboration but quality of work and presentation indicates need for further work	Evidence of teamwork lacking and quality of work and presentation hurt as a result
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