



Unit 9

Ethical Practices (pg. 130)

5. Rubric:

Criteria	Excellent (4 pts)	Good (3 pts)	Satisfactory (2 pts)	Needs Improvement (1 pt)
Research & Campaign Planning	Thorough research on the business and audience; clear and well-structured campaign plan with defined goals.	Good research; campaign plan includes most key elements but lacks some details.	Basic research; some campaign elements are unclear or missing.	Minimal research; lacks a clear campaign plan.
Written Content (Formal Email & Blog/Social Media Post)	Well-structured, professional, and engaging; uses appropriate vocabulary and tone.	Mostly well-written with minor issues in clarity, structure, or tone.	Understandable but with noticeable errors or informal language.	Lacks clarity, contains multiple grammar errors, and does not follow professional writing conventions.
Use of Marketing Vocabulary & Grammar	Effectively integrates a variety of marketing terms and grammar structures in a natural way.	Uses relevant marketing vocabulary and grammar with some minor issues.	Uses some marketing terms but with limited accuracy or range.	Little to no use of appropriate vocabulary; frequent grammar errors.
Creativity & Innovation	Campaign is highly creative and engaging, with unique strategies and visuals.	Campaign shows originality and good use of visuals but lacks some innovation.	Some creative elements present, but overall approach is standard.	Lacks creativity; campaign is generic or uninspired.
Collaboration & Teamwork	Excellent teamwork; roles	Good collaboration;	Some teamwork issues; roles	Poor teamwork; lack of



Answer Key

	are well-distributed, and revisions improve the project significantly.	some roles overlap, but team works well together.	unclear or minimal collaboration.	cooperation and minimal contributions from some members.
Use of Visual Aids	Visuals are well-designed, enhance understanding, and align with campaign goals.	Good use of visuals, but minor inconsistencies in design or relevance.	Basic visuals included, but they lack impact or clarity.	Minimal or ineffective use of visuals.
Presentation Delivery (5–7 min)	Confident, clear, and well-organized presentation with good engagement.	Good delivery, but minor issues with clarity or engagement.	Some hesitations, limited engagement, or unclear explanations.	Weak delivery; lacks confidence, organization, or engagement.
Handling Questions & Feedback	Responds confidently and effectively to questions and feedback.	Handles most questions well, with some hesitation.	Attempts to answer questions, but with limited effectiveness.	Struggles to respond to questions or does not engage with feedback.
Reflection on Lessons Learned	Thoughtful, insightful, and well-written reflection on project experiences.	Good reflection with relevant insights but could be more detailed.	Basic reflection with some relevant points but lacks depth.	Minimal or unclear reflection.
Overall Effort & Quality	Demonstrates outstanding effort and attention to detail in all aspects.	Shows good effort, with minor areas needing improvement.	Effort is inconsistent; some parts feel rushed.	Lacks effort; final product appears incomplete or unpolished.