

RUBRIC

Term Project #F1.1: Advertising (Research)

Name(s), Group:

CRITERIA	0-1	2	3	4	5
P1. Basic advertising concepts: The text articulates the key ideas and demonstrates understanding of basic advertising concepts.					
P2. How advertising works: The text articulates the key ideas and demonstrates understanding of how advertising works.					
P3. The goals of advertising: The text articulates the key ideas and demonstrates understanding of advertising goals.					
P4. The anatomy of an advertisement: The text articulates the key ideas and demonstrates understanding of the anatomy of an advertisement.					
P5. The process of creating an advertising campaign: The text articulates the key ideas and demonstrates understanding of the process of creating an advertising campaign.					
P6. Advertising strategies: The text articulates the key ideas and demonstrates understanding of advertising strategies.					
P6. Advertising issues and trends: The text articulates the key ideas and demonstrates understanding of advertising issues and trends.					
P7. Limits of advertising: The text articulates the key ideas and demonstrates understanding of the limits of advertising.					
Spelling, grammar, punctuation, formatting, APA citations and reference page: Adheres to standard English conventions, grammar, punctuation, word use, clarity, and follows an obvious organizational framework.					
Sub-totals	0	0	0	0	0

TOTAL (/40) **0**

PERCENT % **0.0**

COMMENTS:
