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| --- | --- | --- | --- |
|  | Excellent | Average | Needs Work |
| Sales Promotion  \*Minimum of 3 | Demonstrates complete understanding of Sales Promotion. All requirements of task are included.  Explanations/rationale is detailed. | Demonstrates partial understanding of Sales Promotion. Most requirements are included. | Not enough Sales Promotion used OR Sales Promotions really did not fit this campaign/business.  Explanations/rationale for why sales promotional were chosen is vague/unclear/lacking |
| Advertising  \*Minimum of five (2 Print Media, 1 Specialty Media, 1 Online Advertising, 1 Broadcast Media) | Demonstrates complete understanding of Advertising. All requirements of task are included.  Explanations/rationale is detailed. | Demonstrates partial understanding of Advertising. Most requirements are included. | Not enough Advertising used or the Advertisings did not fit this campaign/business  Explanations/rationale for why advertising were chosen is vague/unclear/lacking |
| Personal Selling  \*Script must be included | Demonstrates complete understanding of Personal Selling. All requirements of task are included.  Explanations/rationale is detailed. | Demonstrates partial understanding of Personal Selling. Most requirements are included. | Personal Selling information is incomplete or vague.  Explanations/rationale for why Personal Selling script that was chosen is vague/unclear/lacking |
| Public Relation/Publicity  \*One of Each | Demonstrates complete understanding of PR. All requirements of task are included.  Explanations/rationale is detailed | Demonstrates partial understanding of PR. Most requirements are included. | PR information is incomplete or vague.  Explanations/rationale for PR was vague/unclear/lacking |
| Direct Marketing  \*Email and Mail | Demonstrates complete understanding of DM. All requirements of task are included.  Explanations/rationale is detailed | Demonstrates partial understanding of DM. Most requirements are included. | DM information is incomplete or vague.  Explanations/rationale for DM was vague/unclear/lacking |