

Promotional Advertisement Rubric

K/U	R	Level 1	Level 2	Level 3	Level 4
Understanding of elements of advertisement Message/Main Point	None	Limited	Some	Considerable	thorough
T/I					
Use of planning process Originality and creative thinking Analysis of target audience	None	Limited	Some	Considerable	thorough
Communication					
Expression and organization of ideas and information is clear and concise.	None	Limited	Some	Considerable	thorough
Application					
Transfer of knowledge and skills to new concepts.	None	Limited	Some	Considerable	thorough