**Marketing Guidelines**

**(Projects are worth an entire Test Grade)**

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| **Guidelines** | **Points** |
| 1. An advertisement provided and analyzed for effectiveness   4 pts: Advertisement is provided and analyzed effectively.  1-3 pts: Advertisement is provided and not analyzed or not analyzed effectively.  0 pts: Advertisement is inappropriate or not provided. | \_\_\_\_\_/4 |
| 1. The marketing message is written as a conditional statement in if-then form.   4 pts: Marketing message is well written in if-then form with hypothesis and conclusion labeled.  1-3 pts: Marketing message written sufficiently, but hypothesis and conclusion not labeled.  0 pts: Marketing message is not written in if-then form | \_\_\_\_\_/4 |
| 1. The converse, inverse, contrapositive, and biconditional of the conditional statement are written and correctly labeled. (2 points per statement)   2 pts: Statements is correctly written and labeled.  1 pts: Statement is incorrectly written or labeled.  0 pts: Statement is incorrectly written or labeled. | \_\_\_\_\_/8 |
| 1. The truth value for each of the five statements is determined. If TRUE, include explanation of why it is True. If FALSE, include a counterexample. (2 points per statement)   2 pts: Truth table included and explanation/counterexample included.  1 pt: Truth table included or explanation/counterexample is incorrect/missing.  0 pts: Neither truth table or explanation/counterexample are included. | \_\_\_\_\_/10 |
| 1. A proposal poster/video for a new marketing message is developed that includes each of the following:   (3 points per statement)   * An illustration/video (either new or taken from original ad with credit to provider)   \*\*Note: If using a video, post to youtube.com and turn in link via g-mail to Ms. Condra\*\*   * A new, appropriate marketing message, and * A summary that includes the factors that influenced your message.   3 pts: Great job of creating illustration/video, message, and summary.  2 pts: Sufficient job of creating illustration/video, message, and summary.  1 pt: Poor job of creating illustration/video, message, and summary.  0 pts: No illustration/video, message, or summary included. | \_\_\_\_\_/9 |
| 1. The Marketing Guidelines are attached to proposal with name, hour, and date printed along top.   2 pts: Guidelines are attached with name, hour, and date on top of page.  1 pts: Guidelines are attached.  0 pts: Guidelines are not attached. | \_\_\_\_\_/2 |
| **Guidelines** | **Points** |
| 1. Students write a reflection on the project that includes a project overview, (what you liked/disliked about the project, how it was effective, etc), a description of a career as a creative director, an explanation of how logic can be used to analyze marketing messages.   8 pts: Reflection has overview, description of creative director, and how logic is used.  6 pts: Reflection has partial response to overview, description of creative director, how logic is used.  4 pts: Reflection has overview, description of creative director or how logic is used.  2 pts: Reflection has only has overview.  0 pts: No reflection written. | \_\_\_\_\_/8 |
| 1. Chapter 2 focus questions are included with summary of main ideas of each lesson. (2 points per section)   2 pts: Focus questions written and answered with sentences and examples.  1 pt: Focus questions answered, but with limited explanation.  0 pts: Focus questions not included.  \*\*2 bonus points for typed focus questions and responses\*\* | \_\_\_\_\_/10 |
| 1. Chapter 2 concept practice is included and complete with all work shown.   4 pts: Concept practice completely done with all work shown.  3 pts: Concept practice completely done, but work not shown in 1/3 of problems.  2 pts: Concept practice completely done, but work not shown in 2/3 of problems.  1 pt: Concept practice completely done, but work not shown.  0 pts: Concept practice not done. | \_\_\_\_\_/4 |
| **Total Points (add 10% to score if turned in on Thursday, October 3)** | **\_\_\_\_\_/59** |

**Additional Feedback Notes:**