|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Emerging** | **Developing** | **Proficient** | **Advanced** |
| **Math Concepts** | * Shows two equations, written and solved with errors
* Justification is inaccurate or missing
* Work is inaccurate or missing
 | * Shows two equations, written and solved correctly, with few errors
* Justification is partially accurate and complete
* Most work is shown
 | * Shows two equations, written and solved correctly
* Justification is mostly accurate and complete
* All work is shown
 | * Shows two equations, written and solved correctly
* Justification is accurate and complete
* All work is shown
 |
| **Campaign Plan** | * Campaign has an unclear or missing message
* Campaign plan is missing or poorly developed
* Justification for aspects of the plan are inaccurate or missing
 | * Campaign has a message
* Campaign plan is partially developed
* Justification for some aspects of the plan are present
 | * Campaign has a clear message
* Campaign plan is mostly developed
* Justification for most aspects of the plan are present
 | * Campaign has a clear message
* Campaign plan is fully developed
* Justification for all aspects of the plan are present
 |
| **Presentation** | * Answers questions inaccurately or incompletely
* Speaks unclearly
* No use of product during presentation
 | * Answers some questions accurately and completely
* Speaks unclearly
* Little use of product during presentation
 | * Answers most questions accurately and completely
* Speaks clearly
* Use of product during presentation
 | * Answers all questions accurately and completely
* Speaks clearly
* Proper use of product during presentation
 |
| **Digital Product** | * Advertisements are missing
* Digital platform is not neat, clear, and organized
* Shows inaccurate or incomplete budget
 | * Includes some advertisements chosen
* Digital platform is partially neat, clear, and organized
* Shows partially complete budget
 | * Includes most advertisements chosen
* Digital platform is mostly neat, clear, and organized
* Shows mostly complete budget
 | * Includes all advertisements chosen
* Digital platform is neat, clear, and organized
* Shows complete budget
 |
| **Collaboration** | * Does not support the efforts of others in the group
* Does not stay on task
* Missing contributions of group members
 | * Supports some the efforts of others in the group
* Partially stays on task
* Unequal contribution of all group members
 | * Supports most the efforts of others in the group
* Mostly stays on task
* Mostly equal contribution of all group members
 | * Supports all the efforts of others in the group
* Stays on task
* Equal contribution of all group members
 |