CAMPAIGN RUBRIC

Use this rubric as a guide when creating your campaign plan.

	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