

ADVERTISING CAMPAIGN RUBRIC

Contestant Name: _____ School: _____

EVALUATION CRITERIA	Not Demonstrated	Emerging	Proficient	Mastery	Exceeds	Points Earned
Georgia CTI Competitive Event Portfolio						
1. Title page with Competitive Event Name & Project Title & Level/ Student Name/School Name (items 2-7 below should follow in order)	0	1	2			
2. Cover Letter (1 page)	0		2			
3. Resume (1-2 pages)	0	2	4			
4. Reference Page (3-5 required) (<i>non-family, Employer, CTAE Pathway Teacher or Another Course Teacher, Clergy Member-Not CTI Coordinator</i>)	0		2			
5. Potential Employers & Job Titles for Career Interest area (1 page)	0	1	2			
6. Typed Information, correct spelling, grammar (Calibri 12 pt font)	0	2	4			
7. Letter of Recommendation (<i>Employer, CTAE Pathway Teacher or Another Course Teacher, Clergy Member-Not CTI Coordinator</i>)	0		2			
Mock Interview						
1. Knowledge & accuracy of your career project	0	3	6	9	12	
2. Career Goals	0	2	4			
3. Poise and Demeanor	0	1	2	3	4	
4. Eye Contact (discretion for visually impaired)	0	1	2			
5. Handshake	0	1	2			
6. Career Specific Attire or CTI competitive dress code (See Appendix A: Dress Code)	0	3	6			
7. Personal Grooming	0		4			
Campaign Content:						
1. Realistic Length and promotions are scheduled properly in relation to the stated target markets	0	1	2	3	4	
2. Anticipated sales are given and are realistic in terms of the length and budget of campaign (mentions how results will be evaluated) All cost of the campaign have been explored and considered	0	2	4	6	8	
3. Stresses product and/or service benefits that appeal to target market	0	2	4	6	8	
4. Shows real creativity and uses of a unique and effective approach	0	1	2	3	4	
Project Content, Layout and Design:						
1. Creative and Appealing	0		3		6	
2. Related to the theme of the project	0		3		6	
3. Copyright laws are followed	0		3		6	
4. Proper use of grammar, spelling, punctuation.	0		3		6	
					TOTAL	

Judge Comments: