

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	0	1	2			
2. Cover Letter (1 page)	0		2			
3. Resume (1-2 pages)	0	2	4			
4. References (3-5 required)	0		2			
5. Potential Employers & Job Titles for your Career Interest (1 page)	0	1	2			
6. Typed Information, correct spelling, grammar	0	2	4			
7. Letter of Recommendation	0		2			

Sub-total:

Judge Comments on CEP:

EVALUATION CRITERIA	Not Demonstrated	Emerging	Proficient	Mastery	Exceeds	Points Earned
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)	0	3	6			
7. Personal Grooming	0		4			

Sub-total

Judge Comments on Mock Interview:

EVALUATION CRITERIA	Not Demonstrated	Emerging	Proficient	Mastery	Exceeds	Points Earned	
Campaign Content:							
1. Realistic Length and promotions are scheduled properly in relation to the stated target market	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		
Sub-total							
Judge Comments on Display Board:							
EVALUATION CRITERIA	Not Demonstrated	Emerging	Proficient	Mastery	Exceeds	Points Earned	
Project:							
1. Creative and appealing	0	1	3	4	6		
2. Related to the theme of the project	0	1	3	4	6		
3. Copyright laws are followed	0	1	3	4	6		
4. Proper use of grammar, spelling, punctuation.	0	1	3	4	6		
Sub-Total:							
Judge Comments on Project:							
GRAND TOTAL							
Disqualification: Appendix E student project authenticity verification form NOT present							

General Judge Comments: