

Name: _____

Project 9.3.2 Evaluation Rubric

Topics	4 points	3 points	2 points	1 point	Teacher Comments
Product Development Requirements	<p>The product developed considers all of the following.</p> <ul style="list-style-type: none"> • Fits potential products or services from your animal • Fulfills the needs and wants of potential customers • Addresses competition with potentially related products • Provides a new and innovative angle 	<p>The product developed considers all of the following.</p> <ul style="list-style-type: none"> • Fits potential products or services from your animal • Fulfills the needs and wants of potential customers • Addresses competition with potentially related products 	<p>The product developed does not consider one of the following.</p> <ul style="list-style-type: none"> • Fits potential products or services from your animal • Fulfills the needs and wants of potential customers • Addresses competition with potentially related products 	<p>The product developed does not consider two of the following.</p> <ul style="list-style-type: none"> • Fits potential products or services from your animal • Fulfills the needs and wants of potential customers • Addresses competition with potentially related products 	
Product Plan Requirements	<p>The product plan includes each of the following areas.</p> <ul style="list-style-type: none"> • The product to be sold • Description and features of the product • Price • Warranty and service • Target market and probable customers • Distribution method • Promotional strategies for your product • Competitors 	<p>The product plan missing one or two components from the following areas.</p> <ul style="list-style-type: none"> • Description and features of the product • Price • Warranty and service • Target market and probable customers • Distribution method • Promotional strategies for your product • Competitors 	<p>The product plan is missing three or four components from the following areas.</p> <ul style="list-style-type: none"> • Description and features of the product • Price • Warranty and service • Target market and probable customers • Distribution method • Promotional strategies for your product • Competitors 	<p>The product plan is missing five or six components from the following areas.</p> <ul style="list-style-type: none"> • Description and features of the product • Price • Warranty and service • Target market and probable customers • Distribution method • Promotional strategies for your product • Competitors 	
Grammar and Spelling	<p>There are no grammatical or spelling errors in the document.</p>	<p>There are one to four grammatical or spelling errors in the document.</p>	<p>There are five to ten grammatical or spelling errors in the document.</p>	<p>There are more than ten grammatical or spelling errors in the document.</p>	
Overall Comments					