

# Project Evaluation Rubric

## 5 Stars \*\*\*\*\*

The 5-star project is a social marketing masterpiece. It demonstrates an acute understanding of the vital link between audience, message and tool. The product produced communicates its key message(s) creatively and insightfully while contributing to the class's shared vision and strategy. The 5-star project reflects the obvious absorption of the evidence and suggestions presented in the *Project Backgrounder*. It is clearly ready for inclusion in a comprehensive social marketing campaign.

## 4 stars \*\*\*\*

The 4-star project shows promise as a social marketing product. It demonstrates a solid understanding of the relationship between audience, message and tool, and it clearly communicates its key message(s). The 4-star project complements the class's vision and strategy for addressing impaired driving and riding, and demonstrates a strong understanding of the evidence and suggestions discussed in the *Project Backgrounder*. It has potential for inclusion in a comprehensive social marketing campaign.

## 3 Stars \*\*\*

The 3-star social marketing project shows solid effort and a good understanding of the link between audience, message and tool. The message(s) it seeks to convey is clear but may not be exactly in line with the class's vision and strategy. In a 3-star project, there is some reference to the evidence, and some application of the social marketing suggestions in the *Project Backgrounder*. With further development, the product could be used in a social marketing campaign.

## 2 Stars \*\*

The 2-star social marketing project demonstrates some awareness of the lessons covered. While there seems to be some understanding of the link between audience, message and tool, the message in the product itself may not be clear, or the product may not be distribution quality. The 2-star project has weak links to the class's vision and strategy and/or to the evidence and suggestions provided in the *Project Backgrounder*.

## 1 Star \*

The 1-star social marketing project is complete but underdeveloped. There seems to be only marginal understanding of the relationship between the concepts of audience, message and tool. The 1-star project shows minimal awareness of the class's vision and strategy and does not reflect the evidence or suggestions in the *Project Backgrounder*.