

Marketing Evidence Rubric

NAME _____ DATE _____ PERIOD _____

Four-Criterion Rubric

CRITERION	4 — MASTERS	3 — MEETS	2 — APPROACHES	1 — NEEDS IMPROVEMENT	0 — INSUFFICIENT EVIDENCE
Audience and communication	Specific audience, accurate message/CTA, ethical-access boundary, and tested revision	Clear audience/message with one minor gap	General message or incomplete test/boundary	Message is vague, misleading, or weakly connected	Blank, copied, or off-topic
Entrepreneurship reasoning	Need, deliverable, opportunity, responsibilities, risk, and price limit are distinct	Complete plan with one minor reasoning gap	Partial plan or unsupported price/opportunity	Idea named with little evidence or unsafe real-world claim	Blank or off-topic
Data-informed decision	Goal, strategy, three evidence points, conflict, limit, and next test support the decision	Supported decision with one minor gap	Some data used but reasoning is incomplete	Strategy chosen mainly by preference	Blank or no data evidence
Career and changing conditions	Accurate career/source labels plus distinct economic and societal/technology effects and preparation action	Accurate connection with one minor gap	General career/change connection	Unsupported trend or salary claim	Blank or off-topic

Total: ____ / 16

This is Minor 3 in the approved sixth-six-weeks assessment map. It remains unpublished until the Canvas review gate passes.

Score evidence and reasoning. Graphic polish, platform access, public speaking, personal business experience, and English mechanics are not scored unless meaning is unclear.

Submission Check

Submit only the completed Marketing Evidence Brief and this rubric/self-score. Earlier FYF work and companions are reference evidence, not additional required uploads.

- ☐ completed Marketing Evidence Brief;
- ☐ the brief includes one Click Factor test/revision result;
- ☐ the brief includes Expert Edge responsibility/risk evidence;
- ☐ the brief includes Family Fun Pass data reasoning;
- ☐ no real account, sale, payment, contact, personal data, public post, copied mark, or income promise;
- ☐ platform clicks are not submitted as mastery evidence.

Feedback and Revision

Teacher feedback:

Weakest criterion and why:

Visible revision:

One source, number, audience claim, or boundary I rechecked:
