**Advertising Campaign Grading Sheet**

**This advertising campaign presentation:**

**Demonstrates a good working knowledge of the novel**

**\_\_\_ Excellent (3)**

**\_\_\_ Good (2)**

**\_\_\_ Average (1)**

**\_\_\_ Below Average (0)**

**Flows smoothly, is well organized**

**\_\_\_ Excellent (3)**

**\_\_\_ Good (2)**

**\_\_\_ Average (1)**

**\_\_\_ Below Average (0)**

**Has a clear theme and a catchy slogan**

**\_\_\_ Excellent (3)**

**\_\_\_ Good (2)**

**\_\_\_ Average (1)**

**\_\_\_ Missing (-1)**

**Identifies and explains the persuasive techniques that have been used**

**\_\_\_ Excellent (3)**

**\_\_\_ Good (2)**

**\_\_\_ Average (1)**

**\_\_\_ Missing (-1)**

**Includes 4 of the following**:

Website, T.V. commercial, Billboard (poster board), Podcast, Magazine Ad

**\_\_\_ All 4 (4)**

**\_\_\_ 3 (3)**

**\_\_\_ 2 (2)**

**\_\_\_ 1 (1)**

**\_\_\_ 0 (0)**

**Includes at least 2 of the following:**

Jingle, Bumper Sticker, Button or badge, T-shirt, Baseball cap, Water bottle or coffee mug, Action figure, Your choice of other promotional items (run it by the teacher first)

**\_\_\_ 2 (2)**

**\_\_\_ 1 (1)**

**\_\_\_ 0 (0)**

**Demonstrates proficiency with various media:**

**\_\_\_ Excellent (3)**

**\_\_\_ Good (2)**

**\_\_\_ Average (1)**

**\_\_\_ Missing (-1)**

**Exhibits creativity:**

**\_\_\_ Excellent (3)**

**\_\_\_ Good (2)**

**\_\_\_ Average (1)**

**\_\_\_ Missing (-1)**

**Cites sources if applicable:**

**\_\_\_ Yes (+1)**

**\_\_\_ No (-1)**