

<b>Unit 6 Assignment Grading Rubric</b>		<b>Points Possible</b>	<b>Points Earned</b>	<b>Comments</b>
Points are based on correct and thorough responses to the checklist items using critical analysis.				
1. Advertising objectives		7		
2. Target Audience:  geodemographics psychographics behaviorgraphics		8		
3. Brand description		7		
4. Customer take away		7		
5. Media to be used		7		
<b>Subtotal:</b>	80%	<b>36</b>		
10-slide PowerPoint® presentation with audio using the template provided using 3–4 bulleted points per slide (notes below each slide will help the audio portion). Spelling and grammar are correct.		9		
<b>Subtotal:</b>	20%	<b>9</b>		
<b>Total Points</b>	100%	<b>Possible points total: 45</b>	<b>Total Points Earned:</b>	