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| **CONTENT CRITERIA** | **UNSATISFACTORY** | **PROFICIENT** | **ADVANCED** |
| **(1) Promotional Item**  **(2) Electronic Media**  **(3) Other Media** | Does not include each of the minimum (3) required deliverables.  An individual deliverable does not include two or more of the proficient requirements.  An individual deliverable is a “draft” and is not suitable for final presentation. | Includes the (3) minimum required deliverables.  **Promotional Item:**  Includes a slogan or tag line that promotes sponsors to aid your colony. Selected item fits the residents of the colony.  **Electronic and Other Media:**  Both are professional final copies that accurately represent the environment and residents of the colony and focus correctly on the traits that would make an individual want to support or aid your colony. | **Meets Proficient Requirements and two of the below:**  Goes beyond a basic analysis into critical thinking of the best marketing tool and slogans to entice sponsors to invest in your district (colony) and tributes of the district.  Includes a detailed explanation of why the specific media was selected is going to work.  Includes four or more deliverables and the added deliverables are of a professional nature. |
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Deliverable Rubric