Rigorous Learning Goal/Scale

Course: Unit 4	Honors Marketing (Ch 16-17)
Score 4 Additional Success with the complex content and concepts—inferences, novel applications	**In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.** **Student makes no major errors or omissions regarding the score 4 content**
Score 3 Mastery of complex content and concepts of learning goal	**TARGET LEARNING GOAL: The student will be able to understand the importance of advertising to organizations, marketers and consumers** • Describe the three major advertising objectives and two basic categories of advertising • Analyze the major advertising strategies • Describe the process of creating an advertisement • Outline the organization of the advertising function and the role of an advertising agency • Analyze the principal methods of sales promotion **Student makes no major errors or omissions regarding the score 3 content**
Score 2 Success with simpler content—vocabulary, foundational skills	**The student will recognize or recall specific vocabulary or basic content, such as:** • Interactive advertising, banners, media scheduling, sampling, pretesting, nonmarketing public relations, trade promotion and allowances, product advertising, institutional advertising, retail advertising, speciality advertising **The student will perform basic skills or process, such as:** • Review various advertising messages across several media and identify effective messages • Locate examples of cross promotion and analyze their effectiveness. • Surf the internet and determine how many banner ads or popups materialize. • Review sales promotions from various retailers and analyze their similarities and differences. **Student makes no major errors or omissions regarding the score 2 content**
Score 1 Partial success with help	**With help, student achieves partial success at score 2 content and/or score 3 content**
Score 0 No success even with help	**Even with help, no success**