**Rigorous Learning Goal/Scale**

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| **Course:**  | **Marketing 1: Unit 1** |
| **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 explain the concept of marketing and it’s importance.*** Differentiate among the marketing core functions.
* Cite evidence of the marketing concept.

**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:** Goods, Services, Marketing Concept, Utility, Consumer Market, Organizational Market, Market Share, Target Market, Marketing Mix, **The student will perform basic skills or process, such as:** * Describe the scope of marketing.
* Describe each marketing core function.
* Explain the marketing concept.
* Explain the benefits of marketing.

**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** |