**Rigorous Learning Goal/Scale**

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| **Course:** | **Marketing 1: Unit 3** |
| **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 explain the importance of selling.**   * Cite evidence of the result of sales. * Identify sales result on a micro and macro level. * Determine the elements that lead to successful sales situations.   **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:**  Personal Selling, Organizational Selling, Selling Points, Buying Motives, Compensation.  **The student will perform basic skills or process, such as:**   * Define selling. * Recognize the difference between personal selling and corporate sales. * Report how sales is important to an individual. * Report how sales is important to companies. * List the sales functions.   **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** |