**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 conduct a successful sales demonstration.**   * Prepare a feature-benefit chart. * Perform the steps of a sale. * Conduct a product presentation and demonstration. * Close a sale. * Create customer satisfaction.   **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:**  Feature-Benefit Selling, Sales Approach, Objections, Buying Signals, Closing Methods, Suggestion Selling, Customer Satisfaction.  **The student will perform basic skills or process, such as:**   * Know parts of a feature-benefit chart. * List the steps of a sale. * Recognize the methods of closing a sale. * Define customer satisfaction.   **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** |