**Rigorous Learning Goal/Scale**

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| **Course:** | **Marketing 1: Unit 4** |
| **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 formulate an advertising campaign.**   * Assess appropriate forms of advertising. * Construct a promotional campaign. * Hypothesize the impact of a promotional campaign.   **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:**  Promotion, Promotional Mix, Advertising, Social Media, Sales Promotion, Public Relations, Publicity, Visual Merchandising, Display, Media, Media Planning.  **The student will perform basic skills or process, such as:**   * List the elements of an advertising campaign. * Identify an advertising campaign. * Recognize the parts of a print ad. * Define advertising media.   **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** |