



Student(s):

School:

Troupe:

Selection:

SKILLS	4 Superior Above standard	3 Excellent At standard	2 Good Near standard	1 Fair Aspiring to standard	SCORE
<p>Job Understanding and Interview Articulation of the marketing director's role and specific job responsibilities; presentation and explanation of the executed marketing plan, creative decisions, and collaborative process.</p> <p>Comment:</p>	<p>Articulates a comprehensive understanding of the marketing director's role and job responsibilities; thoroughly presents and explains the executed marketing plan, creative decisions, and collaborative process.</p>	<p>Articulates an understanding of the marketing director's role and job responsibilities; presents and explains the executed marketing plan, creative decisions and/or collaborative process.</p>	<p>Articulates a partial understanding of the marketing director's role and job responsibilities; inconsistently presents and explains the executed marketing plan, creative decisions and/or collaborative process.</p>	<p>Articulates little understanding of the marketing director's role and job responsibilities; does not explain an executed marketing plan, creative decisions, or the collaborative process.</p>	
<p>Creative Development Research conducted to identify target market and inspire design concept; resources and personnel applied to refine and communicate the final design to audience.</p> <p>Comment:</p>	<p>Conducted research accurately identifies target market and inspiration for the design concept; all appropriate resources and personnel were consulted to effectively refine and communicate final concept to audience.</p>	<p>Conducted research mostly identifies target market and inspiration for the design concept; most appropriate resources and personnel were consulted to effectively refine and communicate final concept to audience.</p>	<p>Conducted research somewhat identifies target market and suggests a relationship to design concept; several resources and personnel were consulted to refine and communicate final concept to audience.</p>	<p>Conducted research marginally identifies target market and minimal relationship to design concept; few or no resources and personnel were consulted to refine and communicate final concept to audience.</p>	
<p>Execution Marketing campaign's alignment to production concept; unity of shared components, quality and consistency of artistic designs, accuracy of details, and a distribution strategy across multiple media.</p> <p>Comment:</p>	<p>Marketing campaign aligns with production concept; shared components consistently demonstrate a unified effort, including consistent quality artistic designs, accurate detail, and a coordinated multiple media distribution strategy.</p>	<p>Marketing campaign frequently aligns with production concept; shared components usually demonstrate a unified effort, including consistent quality artistic designs, accurate details, and a coordinated multiple media distribution strategy.</p>	<p>Marketing campaign somewhat aligns with production concept; shared components demonstrate a generally unified effort, including artistic designs, details, and a coordinated media distribution strategy.</p>	<p>Marketing campaign rarely aligns with production concept; shared components do not demonstrate a unified effort in artistic designs, details, and media distribution strategy.</p>	

SKILLS	4 Superior Above standard	3 Excellent At standard	2 Good Near standard	1 Fair Aspiring to standard	SCORE
<p>Realized Outcomes Budget expenditures, ticket sales, generated media coverage based on marketing/press releases, and reflections on alternative execution.</p> <p>Comment:</p>	<p>Budget expenditures and ticket sales are explained and compared with accurate figures; media coverage, marketing/press releases, and multiple execution alternatives are realistic, with clear and practical outcomes.</p>	<p>Budget expenditures and ticket sales are explained with accurate figures; media coverage, marketing/press releases, and multiple execution alternatives are frequently realistic, with clear and practical outcomes.</p>	<p>Budget expenditures and ticket sales are explained; media coverage, marketing/press releases and multiple execution alternatives sometimes offer realistic and practical outcomes.</p>	<p>Budget expenditures and ticket sales are not explained; media coverage, marketing/press releases and multiple execution alternatives rarely offer realistic and practical outcomes.</p>	
<p>RATING (Please circle)</p>	<p>4 Superior (16-14)</p>	<p>3 Excellent (13-10)</p>	<p>2 Good (9-6)</p>	<p>1 Fair (5-4)</p>	<p>TOTAL</p>

Judge's name (Please print)

Judge's signature

Individual Events should not be considered an assessment of student learning. However, Individual Events can serve as a model for designing curriculum-based performance assessments and for this reason, alignment to the National Core Standards has been indicated on this form.

Example National Core Theatre Standards aligned to this rubric: TH:Cr2.1.I.b, TH:Pr5.1.I.b, TH:Re9.1.I.b, TH:Re9.1.I.c

To access the full descriptions of the above and all the Core Theatre Standards go to: www.nationalartsstandards.org

For additional Standards resources visit: www.schooltheatre.org/advocacy/standardsresources

Optional aligned state standards: _____

State Standards website: _____