

Example of Non-detailed Rubric			
Category	Point Value	Comments	Points Awarded
Product Development Requirements	8 points		
Product Plan Requirements	6 points		
Grammar and Spelling	4 points		

Example of Detailed Rubric				
Category	Great	Good	Satisfactory	Poor
Product Development Requirements	<p>7-8 points The product developed:</p> <ul style="list-style-type: none"> Fits potential products or services from your animal Fulfills the needs and wants of potential customers Addresses competition with potentially related products <p>Provides a new and innovative angle</p>	<p>5-6 points The product developed:</p> <ul style="list-style-type: none"> Fits potential products or services from your animal Fulfills the needs and wants of potential customers <p>Addresses competition with potentially related products</p>	<p>3-4 points The product developed does not consider one of the following:</p> <ul style="list-style-type: none"> Fits potential products or services from your animal Fulfills the needs and wants of potential customers <p>Addresses competition with potentially related products</p>	<p>0-2 The product developed does not consider two of the following:</p> <ul style="list-style-type: none"> Fits potential products or services from your animal Fulfills the needs and wants of potential customers <p>Addresses competition with potentially related products</p>
COMMENTS:				
Product Plan Requirements	<p>6-7 points The product plan includes each of the following areas:</p> <ul style="list-style-type: none"> The product to be sold Description and features of the product Price Warranty and service Target market and probable customers Distribution method Promotional strategies for your 	<p>4-5 points The product plan missing one or two components from the following areas:</p> <ul style="list-style-type: none"> Description and features of the product Price Warranty and service Target market and probable customers Distribution method Promotional strategies for your product Competitors 	<p>2-3 points The product plan is missing three or four components from the following areas:</p> <ul style="list-style-type: none"> Description and features of the product Price Warranty and service Target market and probable customers Distribution method Promotional strategies for your product 	<p>0-1 points The product plan is missing five or six components from the following areas:</p> <ul style="list-style-type: none"> Description and features of the product Price Warranty and service Target market and probable customers Distribution method Promotional strategies for your product

	product Competitors		Competitors	Competitors
COMMENTS:				
Grammar and Spelling	4 points There are no grammatical or spelling errors in the document.	3 points There are one to four grammatical or spelling errors in the document.	2 points There are five to ten grammatical or spelling errors in the document.	1 point There are more than ten grammatical or spelling errors in the document.
COMMENTS:				