Marketing/Packaging Yourself Project Rubric

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| CATEGORY | **20** | **15** | **10** | **5** |
| **Part 1**  **Packaging Yourself** | 10 Solid  characteristics | Listed 10 characteristics, not all characteristics were good descriptors | 7-9 characteristics listed | Incomplete list of characteristics |
| **Personal PowerPoint Presentation** | All Six Topics Covered Completely in at Least 6 Slides | All Six Topics Covered, Information Needed to be More Complete | 4-5 Topics Covered Completely in Less than 6 Slides | Incomplete  Information--Did not follow directions. |
| **Resume** | Complete Resume in Proper Format | Resume in Proper Format, Missing 1 section | Resume in Proper Format, Missing 2 Sections | Resume not in Proper Format, Missing More than 2 Sections |
| **Hot** [**Jobs.com**](http://Jobs.com) | Three jobs thoroughly researched with information for all four categories | Three jobs researched with incomplete information for the four categories | Two jobs researched with complete information for the four categories | Incomplete research and information for three jobs |
| **Cover Letter** | Cover Letter in  proper format,  requesting an  interview | Cover Letter in proper format, missing at least one key factor | Cover letter in proper format, missing more than 1 key factor | Cover letter incomplete, not accomplishing intended purpose of landing an interview |

**Total Score: Maximum Score 100 Points** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_