

Rubric for Travel or Tourism Promotional Package

Students will: <ul style="list-style-type: none"> • select a promotional package for a travel or tourism business advertisement • design a travel or tourism package advertisement that includes a name, location and catchy slogan • create an advertisement that will attract customers to the business • present advertisement to students in class • exhibit public relations skills 					
Criteria	Weight	Exceptional	Admirable	Marginal	Unacceptable
Graphics	20%	<input type="checkbox"/> Graphics effectively entice audience; accurately conveys message	<input type="checkbox"/> Visuals and images are attractive; adequately conveys message	<input type="checkbox"/> Use of visuals and images is limited; message is conveyed	<input type="checkbox"/> Use of visuals and images is confusing or absent; message is confusing
Marketing Techniques	20%	<input type="checkbox"/> Expertly develops and implements marketing techniques	<input type="checkbox"/> Develops and implements marketing techniques	<input type="checkbox"/> Attempts to develop and implement marketing techniques	<input type="checkbox"/> No apparent marketing techniques
Visual Appeal	20%	<input type="checkbox"/> Original and creative design	<input type="checkbox"/> Design is adequate	<input type="checkbox"/> Design lacks creativity	<input type="checkbox"/> Design is dull
Product	20%	<input type="checkbox"/> Product would serve as a strong asset in marketing a restaurant	<input type="checkbox"/> Product would be an acceptable tool in marketing a restaurant	<input type="checkbox"/> With additional attention to detail, product could become valuable in marketing a restaurant	<input type="checkbox"/> Product is not suitable in marketing a restaurant
Public Relations Skills	20%	<input type="checkbox"/> Exhibits excellent public relations skills of communication, creativity, research and writing	<input type="checkbox"/> Exhibits good public relations skills of communication, creativity, research and writing	<input type="checkbox"/> Exhibits some public relations skills of communication, creativity, research and writing	<input type="checkbox"/> Does not exhibit public relations skills of communication, creativity, research and writing

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____