

## Multimedia Project : Final Business Plan Google Document

Partner 1 Name: \_\_\_\_\_ Pages Completed: \_\_\_\_\_

Partner 2 Name: \_\_\_\_\_ Pages Completed: \_\_\_\_\_

CATEG ORY	Sophisticated (10)	Competent (8)	Basic (6)	Not Yet Complete (2)
<b>Business Information</b>	All requirements and objectives are identified and completed. The response demonstrated knowledge of the course content and evidence of extensive research effort and a depth of thinking about the topic.	All requirements and objectives are identified and completed. The response demonstrated limited knowledge of course content and research effort.	All requirements are identified but some objectives are not completed. The response demonstrates little knowledge of course content.	A substantial number of requirements are not completed. The response offers no new information or knowledge of course content.
<b>Products &amp; Services</b>	All requirements and objectives are identified and completed. The response demonstrated knowledge of the course content and evidence of extensive research effort and a depth of thinking about the topic.	All requirements and objectives are identified and completed. The response demonstrated limited knowledge of course content and research effort.	All requirements are identified but some objectives are not completed. The response demonstrates little knowledge of course content.	A substantial number of requirements are not completed. The response offers no new information or knowledge of course content.
<b>Marketing</b>	All requirements and objectives are identified and completed. The response demonstrated knowledge of the course content and evidence of extensive research effort and a depth of thinking about the topic.	All requirements and objectives are identified and completed. The response demonstrated limited knowledge of course content and research effort.	All requirements are identified but some objectives are not completed. The response demonstrates little knowledge of course content.	A substantial number of requirements are not completed. The response offers no new information or knowledge of course content.

<b>Management</b>	All requirements and objectives are identified and completed. The response demonstrated knowledge of the course content and evidence of extensive research effort and a depth of thinking about the topic.	All requirements and objectives are identified and completed. The response demonstrated limited knowledge of course content and research effort.	All requirements are identified but some objectives are not completed. The response demonstrates little knowledge of course content.	A substantial number of requirements are not completed. The response offers no new information or knowledge of course content.
<b>Finances</b>	All requirements and objectives are identified and completed. The response demonstrated knowledge of the course content and evidence of extensive research effort and a depth of thinking about the topic.	All requirements and objectives are identified and completed. The response demonstrated limited knowledge of course content and research effort.	All requirements are identified but some objectives are not completed. The response demonstrates little knowledge of course content.	A substantial number of requirements are not completed. The response offers no new information or knowledge of course content.
<b>Composition</b>	The business plan was organized and clearly written. Sentences were grammatical and free from spelling errors. The table of contents was numbered correctly.	The business plan was organized and clearly written but the logic was sometimes difficult to follow. Sentences were mostly grammatical and only a few spelling errors were present. The table of contents was numbered correctly.	The business plan lacked overall organization. Sentences were mostly grammatical and several spelling errors were present. The table of contents was mostly numbered correctly. Red font color was used throughout the business plan.	The business plan lacked overall organization. Grammatical and spelling errors made it difficult to read and interpret. The table of contents was not numbered correctly.

**COMPLETED /60 PTS  
PLAN SCORE**

**10 points**

**5 points**

**0 points**

<b>Submission</b>		The business plan was shared on Google Drive by the due date. A rubric was printed with students name at the top and submitted to class in-bin.	The business plan was shared on Google Drive after the due date OR the rubric was not printed and submitted to the class in-bin.	The business plan was not submitted.
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**SUBMISSION /10 PTS  
SCORE**