

NFL Franchise Marketing Project

Category	Exceeds Basic Components	Basic Components	Below Basic Components
Presentation	Well-rehearsed presentation encourages participation by corporate panel for entire presentation. Members are able to quickly address key elements of presentation without delays.	Rehearsed presentation holds the attention of the corporate panel for most of the time. Information successfully moves from point to point.	Presentation holds the attention of the corporate panel for limited time. Distractions and lack of continuity in presentation from subject to subject.
Content	Associated information is covered in depth with support and references to basic marketing principles. Examples of other expansion team themes used as support for current decisions.	Associated information is appropriate to an NFL team and basic principles of marketing are used in the development of the presentation.	Information is not connected to the NFL or related themes presented by the NFL. Basic principles of marketing are ignored or emphasized in the presentation.
Original Design	Uniform, helmet and visual aids show more than three (3) dimensions to look and design. A small model can also be incorporated. Design board provides specific details and description of all decisions.	Uniform, helmet and visual aids show two (2) to three (3) dimensions to the look and design. Design board is balanced with all components and descriptions.	Uniform, helmet and visual aids show one (1) dimension to the look and design. Design board is not balanced with uniform, helmet and descriptions.
Information & Sources	All source information is collected and displayed for all sources. All items documented and cited with correct format in separate bibliography.	Source information is collected and displayed for all sources. Most items documented in correct format.	No source information collected, displayed or formatted correctly for presentation.
Technology Options Used	Use of PowerPoint for commercial storyboard of commercial. Use of Windows Movie Maker for creation of commercials as visual aids. One commercial for all components of project.	Use of PowerPoint for your commercial ideas. Use of Windows Movie Maker for your commercial. One (1) commercial is required from Movie Maker	Storyboard not created in PowerPoint. Commercial presentation is conducted live in the session by group members and not in a video presentation.