







Baseball Team: \_\_\_\_\_

	5	4	3	2	1
<b>Target Market</b> 	<b>Clearly defined. Well researched.</b> Geographics, demographics and psychographics are thoroughly explained.	Target market is <b>defined</b> using Geographics, demographics and psychographics. defined.	Target market is <b>confusing</b> or not complete using Geographics, demographics and psychographics. <b>defined.</b>	Target market is <b>missing</b> either geographics, demographics or psychographics. <b>Target is not clear.</b>	Target market is <b>missing more than one</b> of the geographics, demographics or psychographics. <b>Target is confusing.</b>
<b>Team Name, Logo and Colors and Uniform</b> 	The team name is an <b>excellent</b> choice for the area in which the team is located. Colors, uniform and logo are <b>outstanding.</b>	The team name is a <b>good</b> choice for the area in which the team is located. Colors, uniform and logo are <b>good.</b>	The team name is a <b>fair</b> choice for the area in which the team is located. Colors, uniform and logo are <b>fair.</b>	The team name is a <b>poor</b> choice for the area in which the team is located. Colors, uniform and logo are <b>poor.</b>	The team name is <b>inadequate</b> for the area in which the team is located. Colors, uniform and logo are inadequate or <b>inappropriate.</b>
<b>Promotions</b> <b>Press Release</b> <b>Newspaper Ad</b> <b>Billboard</b> <b>Commercial</b> <b>Direct Mail</b> <b>Social Media</b> <b>Web Site</b> 	All elements are present. Advertisement, direct mail flyer, billboard, commercial and web site are colorful and attractive. <b>Superior in quality.</b> No spelling or grammar errors.	One element is missing and/or few spelling and grammar errors. Advertisement, direct mail flyer, billboard, commercial and web site are <b>good.</b>	One or two element s are missing and/or few spelling and grammar errors. Advertisement, direct mail flyer, billboard, commercial and web site are <b>fair.</b>	More than two element s are missing and/or many spelling and grammar errors. Advertisement, direct mail flyer, billboard, commercial and web site are <b>poor.</b>	More than two elements are missing and/or many spelling and grammar errors. Advertisement, direct mail flyer, billboard, commercial and web site are <b>inadequate.</b>
<b>Stadium, Tickets, Pricing Strategies, Food Menu</b> 	Baseball stadium, game ticket, and food menu is <b>excellent.</b> Student has an excellent reason for choosing the name of their stadium and ticket pricing. Explains their strategy <b>very well.</b>	Baseball stadium, game ticket, and food menu is <b>good.</b> Student has a <b>good</b> reason for choosing the name of their stadium and ticket pricing. Explains their strategy <b>very well.</b>	Baseball stadium, game ticket, and food menu is <b>fair.</b> Student has a <b>fair</b> reason for choosing the name of their stadium and ticket pricing. Explains their strategy <b>fairly.</b>	Baseball stadium, game ticket, and food menu is <b>poor.</b> Student has a <b>poor</b> reason for choosing the name of their stadium and ticket pricing. Explains their strategy <b>poorly.</b>	Baseball stadium, game ticket, and food menu is <b>missing.</b> Student <b>does not</b> address/ explain some of these areas at all.
<b>Sponsorship</b> 	<b>Excellent</b> choices for sponsors. Students thoroughly researched <b>top 10 major employers</b> in the area and has their <b>contact info.</b>	<b>Good</b> choices for sponsors. Students researched <b>top 10 major employers</b> in the area and have their <b>contact info.</b>	<b>Acceptable/Fair</b> choices for sponsors. Students researched <b>top 10 major employers</b> in the area and/or are missing some <b>contact info.</b>	<b>Poor</b> choices for sponsors. Students did little to no research to find the <b>top 10 major employers</b> in the area and/or missing their <b>contact info.</b>	<b>Inadequate</b> choices for sponsors. Students did little to no research to find the <b>top 10 major employers</b> in the area and/or missing their <b>contact info.</b>
<b>Presentation Conclusion</b> 	Students are very knowledgeable and <b>enthusiastic</b> about their baseball team during their presentation. They include reasoning and display critical thinking. They are organized, professional & able to answer questions.	Students are knowledgeable about their baseball team during their presentation. They include some reasoning and some critical thinking. They may be a <b>little disorganized</b> and/or stumble answering questions.	Students understand their baseball team but <b>have difficulty presenting</b> in an organized fashion. They include very little reasoning, and/or usage of critical thinking.	Students have <b>little or no understanding</b> about their baseball team. Seem to be making it up as the go along. Have little reasoning an/or no critical thinking.	Students are <b>confused and unorganized.</b> Sometimes vague in presentation. No reasoning and/or critical thinking or conclusion is missing.

Comments and/or suggestions:

**TOTAL: \_\_\_\_\_/30**