

Gobble Up: Turkey Marketing Competition – High School Division Rubric

	16-20 pts.	11-15 pts.	6-10 pts.	0-5 pts.	Judge's Score
Introduction/ Formatting	<p>Introduction is inviting, well-thought out, properly introduces the students' idea, and previews the content of the plan. Includes name of the product, teacher's name, school name, grade, teacher contact information.</p> <p>Each part of the plan is included and labeled. Entire paper is well formatted, easy to follow, and utilizes proper grammar, spelling, and punctuation. All parts were engaging and cohesive.</p>	<p>The introduction clearly states the product and previews the content of the plan, but is not particularly inviting to the reader. Includes name of the product, teacher's name, school name, grade, teacher contact information.</p> <p>Each part of the plan was included. Few spelling or grammatical errors were found and overall plan is mostly cohesive.</p>	<p>The introduction does not clearly state the product and is not particularly engaging to the reader. Required components are missing: name of the product, teacher's name, school name, grade, teacher contact information.</p> <p>One or more parts of the plan were missing or plan contains a number of spelling and grammatical errors. Plan is lacking in cohesiveness.</p>	<p>Introduction is unclear or non-existent.</p> <p>Two or more parts of the plan are missing or plan contains many spelling and grammatical mistakes throughout or is unorganized and hard to follow.</p>	
Product	<p>Students put forth a well-thought out, and creative product or recipe. Plan is realistic and turkey-centric.</p> <p>Recipe or product description includes all parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) and is easily followed.</p>	<p>Students put forth a creative product or recipe. Plan is realistic and turkey-centric.</p> <p>Recipe or product description is lacking few parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) and is easily followed.</p>	<p>Students put forth a product or recipe. Plan is not realistic or is not turkey-centric.</p> <p>Recipe or product description includes some parts (i.e. recipes should include ingredients, measurements, procedures for preparation, etc.) or is unorganized.</p>	<p>Product or recipe lacks creativity or is not well-thought out. Plan lacks a turkey element.</p> <p>Recipe or product description lacks most parts and is hard to follow.</p>	
	<p>Target audience is properly identified and fully defined using characteristics, socio-economic status, education background, family size (if applicable), etc. The target audience's food values and interests are recognized and the audience's most influential factors when purchasing this type of turkey</p>	<p>Target audience is identified and defined using characteristics, socio-economic status, education background, family size (if applicable), etc. The target audience's food values and interests are recognized and the audience's most influential factors when purchasing this type of turkey product are described.</p>	<p>Target audience is identified and somewhat defined using characteristics, socio-economic status, education background, family size (if applicable), etc. The target audience's food values and interests or the audience's most influential factors when purchasing this type of turkey product are not described.</p>	<p>Target audience is not clearly identified and defined. The target audience's food values and interests or the audience's most influential factors when purchasing this type of turkey product are not described.</p>	

Market Analysis	<p>product are described and explained.</p> <p>If a taste test is conducted with the identified target audience following safe food handling guidelines and useable results are effectively reported.</p> <p>The cost of the ingredients, packaging, and shipping of the product are shown on an easy to follow spreadsheet. Important factors included are: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.</p>	<p>If a taste test is conducted with the identified target audience mostly following safe food handling guidelines and results are reported.</p> <p>The cost of the ingredients, packaging, and shipping of the product are shown on a spreadsheet. One or more of the following important factors are not included: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.</p>	<p>If a taste test is conducted. Safe food handling guidelines were loosely followed and results are reported.</p> <p>The cost of the ingredients, packaging, and shipping of the product are shown. Two or more of the following important factors are not included: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.</p>	<p>If a taste test was conducted safe food handling guidelines were not followed and results not are well reported.</p> <p>The cost of the ingredients, packaging, and shipping of the product are shown. Three or more of the following important factors are not included: type of container used, cost of that container, shipping or transportation costs of the product, preferred profit margin, and final price of the product.</p>	
Marketing Plan	<p>The environment where customers will have an opportunity to purchase the item is thoroughly identified and described vividly.</p> <p>A creative marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product containing product name, ingredients, storage recommendations, serving size, and UPC bar code is provided.</p> <p>An effective and imaginative advertising campaign with three or more elements is included in the marketing plan.</p>	<p>The environment where customers will have an opportunity to purchase the item is identified and described.</p> <p>A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product containing product name, ingredients, storage recommendations, serving size, and UPC bar code is provided.</p> <p>An effective advertising campaign with at least three elements is included in the marketing plan.</p>	<p>The environment where customers will have an opportunity to purchase the item is identified.</p> <p>A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product is created, but missing two or more of the following: product name, ingredients, storage recommendations, serving size, and UPC bar code.</p> <p>An advertising campaign with three or fewer elements is included in the marketing plan.</p>	<p>The environment where customers will have an opportunity to purchase the item is not identified.</p> <p>A marketing campaign is developed that includes a name and slogan for the product or recipe. A label for the product is created, but missing three or more of the following: product name, ingredients, storage recommendations, serving size, and UPC bar code.</p> <p>An advertising campaign with fewer than three elements is included in the marketing plan.</p>	

<p>Nutrition</p>	<p>Students identified and outlined at least three facts about the importance of essential nutrients of turkey in their plan, as it relates to their product or target audience.</p> <p>Marketing pieces includes information about nutrition as consumer education.</p> <p>The storage, serving size, and safe food handling procedures that should accompany the food product are identified and demonstrated.</p>	<p>Students identified and outlined at least two facts about the importance of essential nutrients humans get from eating turkey in their plan.</p> <p>Marketing pieces includes information about nutrition as consumer education.</p> <p>The storage, serving size, and safe food handling procedures that should accompany the food product are identified.</p>	<p>Students identified at least one fact about the essential nutrients that humans get from eating turkey in their plan.</p> <p>Marketing pieces don't include information about nutrition consumer education.</p> <p>The storage, serving size, and safe food handling procedures that should accompany the food product may be identified.</p>	<p>Students didn't identify facts about the essential nutrients turkey provides in their plan.</p> <p>Marketing pieces do not include information about nutrition as consumer education.</p> <p>The storage, serving size, and safe food handling procedures that should accompany the food product were not identified.</p>	
<p>Total</p>					
<p>Judge's Comments:</p>					<p>/100</p>