

AB202: Unit 6 Assignment Grading Rubric	Percentage Possible:	Points Possible	Points Earned
Criteria: Points are based on correct and thorough responses to the checklist items using critical analysis.			
1. Advertising objectives		10	
2. Target Audience: geodemographics psychographics behaviorgraphics		12	
3. Brand description		10	
4. Customer take away		10	
5. Media to be used		10	
Content subtotal:	80%	52	
Provide a minimum of an 8-slide PowerPoint® presentation with audio using the template provided using 3–4 bulleted points per slide (notes below each slide will help the audio portion). Spelling and grammar are correct.		13	
Submission requirements subtotal:	20%	13	
Total Points	Percentage Possible: 100%	Points Possible: 65	Total Points Earned: