

BLM 5: Stealth Marketing Rubric

Name: _____ Date: _____

Your completed performance task includes the following items, prepared either in a word-processed document or using presentation software:

- a plan for your stealth marketing efforts;
- a summary of observations made and reactions from marketing victims; and
- conclusions drawn based on the experience.

<i>The student will:</i>	Level 1	Level 2	Level 3	Level 4
Analyzing				
<ul style="list-style-type: none"> • explain the relationship among media works, media industry practices including marketing and distribution methods, and media industry codes and government regulations (English courses) • present a summary of current issues and consumer concerns that are affecting promotion and marketing (Marketing courses) 				
Explains implications and ethical issues associated with stealth marketing	Explains implications and ethical issues with limited accuracy or detail	Explains implications and ethical issues with some accuracy or detail	Explains implications and ethical issues with considerable accuracy or detail	Explains implications and ethical issues with high degree of accuracy or detail
Applying				
<ul style="list-style-type: none"> • present a summary of current issues and consumer concerns that are affecting promotion and marketing (e.g., concern about racism, sexism, truth in advertising, use of child labour in manufacturing) (Marketing courses) 				
Applies knowledge of stealth marketing concepts to design of research	Applies knowledge to research with limited effectiveness	Applies knowledge to research with some effectiveness	Applies knowledge to research with considerable effectiveness	Applies knowledge to research with high degree of effectiveness
Communicating				
<ul style="list-style-type: none"> • explain the relationship among media works, media industry practices including marketing and distribution methods, and media industry codes and government regulations (English) 				
Communicates the process and findings orally and in writing	Communicates with limited effectiveness	Communicates with some effectiveness	Communicates with considerable effectiveness	Communicates with high degree of effectiveness