**Marketing Tool Instructions and Rubric**

**Task:** Create a physical marketing tool (poster/flyer, T-shirt, email blast campaign, social media marketing campaign, etc.) to draw audience attention to your publication. Make sure to consider the following factors:

* Which tool will be most visible to your audience?
* What information do you need to get out to your audience through the tool?
* How can you brand your publication based on the type of tool you choose?
* How can you brand your publication based on the design of the tool you choose?
* How will you use your tool to reach your audience?
* How much will your tool cost? Be sure to include it as an expenditure in your budget.
* Include a reflection that addresses these factors.

For the poster/flyer or T-shirt, create a model either by drawing or using technology. For an email blast or social media marketing campaign, create five examples of how you would reach out to your audience through these means.

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|  | **10 (A)** | **8.5 (B)** | **7 (C)** | **5.5 (D)** |
| **Message** | The message of the creation is clear, persuasive and complete. The reader is enticed to check out the publication. | The message of the creation is clear and complete, but may not be fully persuasive. The reader is invited to check out the publication. | The message of the creation is clear, but incomplete. The reader is informed about the publication. | The message of the creation is unclear. There is not a direct invitation to engage with the publication. |
| **Creativity** | The student has used many creative details, which may include examples, color, fonts, attractive design, graphics, or other interesting details that draw the reader into the creation. | The student has used some creative details, which may include examples, color, fonts, attractive design, graphics, or other interesting details that draw the reader into the creation. | The student has used few creative details, which may include examples, color, fonts, attractive design, graphics, or other interesting details that draw the reader into the creation. | The student has used very little creative details. The creation may be sloppy or appear like it was put together at the last minute, with little forethought. |
| **Format** | Creation is presented in a visually stunning and organized manner that is easy to understand and professional. | Creation is presented in a visually appealing and organized manner that is easy to understand. | Creation is presented in a visually appealing and structured manner, but a reader may have some questions. | Creation is presented in a disorganized manner and appear more like a list than a finished product. The reader is left with questions. |
| **Mechanics** | No spelling or grammar errors are present. | One or two spelling or grammar errors may be present, but they are minor. | Several spelling or grammar errors are present and obvious. | Many spelling or grammar errors are present and obvious. |