**Yearbook Sales Timeline Rubric**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below Standard | Did Not Demonstrate | Total Points |
| Organization | Ideas are well-organized in a logical format with labels, price points, dates and descriptions. | Ideas are organized in a clear format with labels, price points, dates and descriptions. | Ideas are somewhat organized with labels and price points, but dates may be missing and descriptions are lacking. | Ideas are disorganized and it is unclear about what is happening when. |  |
| Content | Shows a complete understanding of incentives for yearbook sales. | Shows a reasonable understanding of incentives for yearbook sales. | Shows some understanding of incentives for yearbook sales. | Shows little understanding of and set of answers to the given question. |  |
| Reflections | Explanations of decision-making process are complete and show an in-depth understanding of how the plan will maximize sales. | Explanations of decision-making process are complete and show an understanding of how the plan will maximize sales. | Explanations of decision-making process are somewhat incomplete, but show some understanding of how the plan will maximize sales. | Explanations of decision-making process are incomplete and show little understanding of how the plan will maximize sales. |  |
| Total Points |  |  |  |  | \_\_\_\_/ points |