|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Emerging** | **Developing** | **Proficient** | **Advanced** |
| **Math Concepts** | * Shows two equations, written and solved with errors * Justification is inaccurate or missing * Work is inaccurate or missing | * Shows two equations, written and solved correctly, with few errors * Justification is partially accurate and complete * Most work is shown | * Shows two equations, written and solved correctly * Justification is mostly accurate and complete * All work is shown | * Shows two equations, written and solved correctly * Justification is accurate and complete * All work is shown |
| **Campaign Plan** | * Campaign has an unclear or missing message * Campaign plan is missing or poorly developed * Justification for aspects of the plan are inaccurate or missing | * Campaign has a message * Campaign plan is partially developed * Justification for some aspects of the plan are present | * Campaign has a clear message * Campaign plan is mostly developed * Justification for most aspects of the plan are present | * Campaign has a clear message * Campaign plan is fully developed * Justification for all aspects of the plan are present |
| **Presentation** | * Answers questions inaccurately or incompletely * Speaks unclearly * No use of product during presentation | * Answers some questions accurately and completely * Speaks unclearly * Little use of product during presentation | * Answers most questions accurately and completely * Speaks clearly * Use of product during presentation | * Answers all questions accurately and completely * Speaks clearly * Proper use of product during presentation |
| **Digital Product** | * Advertisements are missing * Digital platform is not neat, clear, and organized * Shows inaccurate or incomplete budget | * Includes some advertisements chosen * Digital platform is partially neat, clear, and organized * Shows partially complete budget | * Includes most advertisements chosen * Digital platform is mostly neat, clear, and organized * Shows mostly complete budget | * Includes all advertisements chosen * Digital platform is neat, clear, and organized * Shows complete budget |
| **Collaboration** | * Does not support the efforts of others in the group * Does not stay on task * Missing contributions of group members | * Supports some the efforts of others in the group * Partially stays on task * Unequal contribution of all group members | * Supports most the efforts of others in the group * Mostly stays on task * Mostly equal contribution of all group members | * Supports all the efforts of others in the group * Stays on task * Equal contribution of all group members |