Design a Marketing Experiment Assignment Rubric

Elements	Criteria	Score
1. Introduction	Describes four elements (identifies the brand, the marketing campaign being tested, the type of experiment, and reasons for selecting that type of experiment)	5
	Describes three out of four elements (identifies the brand, the marketing campaign being tested, the type of experiment, and reasons for selecting that type of experiment)	4
	Describes one or two elements (identifies the brand, the marketing campaign being tested, the type of experiment, and reasons for selecting that type of experiment) or omits	3
2. Experiment design	Explains all five elements (variables, grouping, market, timing, causality) and the reason for those choices	5
	Explains three to four elements (variables, grouping, market, timing, causality) and the reason for those choices	4
	Explains one or two elements (variables, grouping, market, timing, causality) and the reason for those choices or omits	3
Feedback	*I wonder what would happen in your experiment if you changed…*	NA
3. Anticipated issues	Describes at least two issues the experiment might need to consider and at least two things the experiment will demonstrate	5
	Describes at least one issue the experiment might need to consider and at least one thing the experiment will demonstrate	4
	Describes either one issue the experiment might need to consider OR at least one thing the experiment will demonstrate or omits	3
Feedback	*Another thing you might consider is…*	NA

4. Experiment adaptation	Completes all three elements (outlines a second version of the experiment that tests another medium, describes how this would affect the experiment, explains why one experiment would yield better results)	5
	Completes two of three elements (outlines a second version of the experiment that tests another medium, describes how this would affect the experiment, explains why one experiment would yield better results)	4
	Completes one element (outlines a second version of the experiment that tests another medium, describes how this would affect the experiment, explains why one experiment would yield better results) or omits	3
Feedback	*Another way to adapt the experiment would be…*	NA
5. Additional Feedback	*When I read about your experiment, it made me think about…*	NA