



Name(s): _____



Marketing Product/Press Release

	4	3	2	1	
Content (5 W's: who, what, when, where and how)	Product adequately addresses the 5 W's.	Product addresses 4 of the 5 W's.	Product addresses 3 of the 5 W's.	Product addresses less than 3 of the 5 W's.	
Attractiveness and Creativity	The product is exceptionally attractive in terms of design, layout, and neatness.	The product is attractive in terms of design, layout and neatness.	The product is acceptably attractive though it may be a bit messy.	The product is messy or poorly designed.	
Word Choice and Usage	The product contains word choices that make it exceptionally interesting to readers.	The product contains word choices that make it interesting to readers.	The product is marginally interesting to read.	The product shows no intent to interest a reader.	

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Comments:



Name(s): _____



Marketing Product (Press Release)

	4	3	2	1	
Content (5 W's: who, what, when, where and how)	Release addresses the 5 W's.	Release addresses 4 of the 5 W's.	Release addresses 3 of the 5 W's.	Release addresses less than 3 of the 5 W's.	
Spelling and Grammar	Final product has no spelling or grammar errors.	Final product has no more than 2 spelling or grammar errors.	Final product has 3 or less spelling or grammar errors.	Final product has more than 3 spelling or grammar errors.	
Word Choice and Usage	The release contains facts, figures, and/or word choices that make it exceptionally interesting to readers.	The release contains facts, figures, and/or word choices that make it interesting to readers.	The release contains some facts or figures but is marginally interesting to read.	The release does not contain facts or figures that might make it interesting to read.	

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Comments: