

REPU 4155 – Media planning

Domains: logical mathematical thinking, teamwork and research and creation

Criteria*	Excellent (8-7)	Good (6-5)	In progress (4-3)	Beginning (2-1)
Domain: Mathematical logical thinking				
Ability to work and think in mathematical terms to plan and solve situations to bring the message to the target audience. ____ 8	The student uses the correct mathematical formulas to handle and solve situations, but there may be an error.** (8=0 error /7 =1 error)	The student uses correct mathematical formulas to handle and solve situations, but there may be two or three errors (6 = 2 errores / 5= 3 errores).	The student uses correct mathematical formulas to handle and solve situations but there may be four to five (4 = 4 errores / 3 = 5 errores).	There is no evidence that the student uses the correct mathematical formulas to handle and solve situations, she/he has more than 6 errors (2= 6 errores/ 1= 7 o más errores)
The student presents solutions with strategies and tactics defined for the advertising media in a thoughtful and rationalized way. The student presents solutions within the logic of the levels of reach and frequency by advertising cycle, of the quantity and duration of the cycles and of the selection by the geographical areas according to the target audience. ____ 8	It complies with all the objectives and strategies drawn, but there may be an error. (8=0 error /7 =1 error)	It complies with almost all the objectives and strategies outlined, but there may be two or three errors (6 = 2 errores / 5= 3 errores).	It complies with some of the objectives and strategies outlined, but there may be four to five (4 = 4 errores) / 3 = 5 errores).	There is no evidence that meets the objectives and strategies outlined, has more than 6 errors (2 = 6 errores / 1 = 7 or more errors)
Domain: Research and Creation				
Know and apply market research skills, primary and secondary research skills to plan and develop the message to reach the target audience. ____ 8	Know and apply all the relevant information of the market research to reach the target audience, but there may be an error. (8=0 error /7 =1 error)	Know and apply the relevant information from market research to reach the target audience, but there may be two or three errors (6 = 2 errores / 5= 3 errores).	Know and apply the relevant information from the market research to reach the target audience, but there may be four to five (4 = 4 errores / 3 = 5 errores).	There is no evidence that knows and applies the relevant information of the market research to reach the target audience, there are six or more errors (2 = 6 errores / 1 = 7 or more errors).
Domain: Group Work				
Attitude - The person is willing to collaborate with their peers without being asked to do so; communicates using a professional vocabulary (does not use bad or offensive words); resolves unexpected situations; he does not go around complaining or talking bad about other people;	At all times met all criteria, but there may be an error (8 = 0 error/7 = 1 error).	On one or two occasions it did not meet the criteria (6 = 2 errores/5 = 3 errores).	On three or four occasions he did not meet the criteria (4 = 4 errores/3 = 5 errores).	On five or more occasions he did not meet the criteria (2 = 6 errores / 1 = more than 7 errors).

and it does not unnecessarily complicate the way of doing work. The person has a professional attitude ___ / 8				
Quality of work - The quality of work meets the objectives of the project. The student followed instructions and looked for ways to exceed expectations. The work that the student does not need corrections. ___8	Meets all criteria, but there may be an error (8 = 0 error / 7 = 1 error).	Meets the criteria, but there may be two or three errors (6 = 2 errors / 5 = 3 errors).	It meets the criteria, but there may be four to five (4 = 4 errors / 3 = 5 errors).	There is no evidence that meets the criteria, there are six or more errors (2 = 6 errors / 1 = 7 or more errors).
Amount of work - The student collaborated with the group in an equitable manner. She/He showed commitment inside and outside the classroom. She/he was willing to look for additional resources to do the job. ___ / 8	Meets all criteria, but there may be an error (8 = 0 error / 7 = 1 error).	It meets the criteria, but there may be two or three errors (6 = 2 errors / 5 = 3 errors).	It meets the criteria, but there may be four to five (4 = 4 errors / 3 = 5 errors).	There is no evidence that meets the criteria, there are six or more errors (2 = 6 errors / 1 = 7 or more errors).

* A zero will be assigned to the criterion in which the student has not applied anything of the expected.

** Error means that the definition of work quality was not met.

Comments: