

REPU 4166

Domains: Research and creation, teamwork and critical thinking

| Criteria * | Excellent (8-7) | Good (6-5) | In progress (4-3) | Start (2-1) |
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| Team 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; and it does not unnecessarily complicate the way of doing work. The person has a professional attitude ___ / 8 | At all times met all the 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 errors / 5 = 3 errors). | On three or four occasions he did not meet the criteria (4 = 4 errors / 3 = 5 errors). | On five or more occasions he did not meet the criteria (2 = 6 errors / 1 = more than 7 errors). |
| 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). | 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). |
| Amount of work - The student collaborated with the group in an equitable manner. He showed commitment inside and | 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 | It meets the criteria, but there may be four to five (4 = 4 errors / 3 = 5 | There is no evidence that meets the criteria, there are six or more errors (2 = 6 errors / 1 = 7 or more |

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| outside the room. I was willing to look for additional resources to do the job. ___ / 8 | | errors / 5 = 3 errors). | errors). | errors). |
| Research and creation | | | | |
| Knows and applies the market investigations, primary and secondary research skills to plan and develop the message to reach the target audience of the advertising campaign. ____ 8 | Knows and applies 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) | Knows and applies the relevant information of the market research to reach the target audience, but there may be two or three errors (6 = 2 errors / 5 = 3 errors). | Knows and applies the relevant information of the market research to reach the target audience, but there may be four to five (4 = 4 errors / 3 = 5 errors). | 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 errors / 1 = 7 or more errors). |
| Knowledge integration | | | | |
| Transfers the material - Adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios to develop the advertising campaign. ___ / 8 | Adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios, but there may be an error. (8 = 0 error / 7 = error). | Adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios, but there may be two or three errors (6 = 2 errors / 5 = 3 errors). | Adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer the learning to situations presented in different scenarios, but there are four to five errors (4 = 4 errors / 3 = 5 errors). | There is no clear evidence that adapts and applies the concepts and makes connections between ideas and experiences related to the skills and theories of the study disciplines to synthesize and transfer learning to situations presented in different scenarios, there are more than six errors (2 = 6 errors / 1 = 7 or more errors). |
| Critical thinking | | | | |

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| Knowledge and understanding of the material ___ / 8 | It correctly identifies all the concepts but there may be an error (8 = 0 error / 7 = 1 error). | Identify the concepts, but there are at least two or three errors (6 = 2 error / 5 = 3 errors). | Identify the concepts, but there are four or five errors (4 = 4 errors / 3 = 5 errors). | There is no evidence that identifies information about the concept, it has six or more errors (2 = 6 errors / 1 = 7 errors or more). |
| Understanding of the material ___ / 8 | It shows clear understanding of the material, but there may be an error (8 = 0 error / 7 = 1 error). | Demonstrates understanding of the material, but there may be two or three errors (6 = 2 error / 5 = 3 errors). | It shows little understanding of the material, there are four to five errors (4 = 4 errors / 3 = 5 errors). | There is no evidence that demonstrates understanding of the material, it has six or more errors (2 = 6 errors / 1 = 7 or more errors). |
| Argumentation or own opinion on the topic ___ / 8 | It shows analysis of the topics, points out points of convergence and divergence; and it proposes its own alternatives on the studied subjects, but there can be an error (8 = 0 error / 7 = 1 error). | Points out points of convergence and divergence; It proposes some own alternatives, but the analysis is incomplete because it lacks to elaborate some topic, there may be two to three errors (6 = 2 errors / 5 = 3 errors). | There is minimal analysis. Points out points of convergence, although not of divergence, or vice versa; and does not propose new alternatives on the subjects studied, there may be four to five errors (4 = 4 errors / 3 = 5 errors). | It does not show evidence of having analyzed the issues. It does not indicate the points of convergence or those of divergence and does not propose new alternatives on the studied subjects, there can be 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 at all.

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

Comments: