

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Date: \_\_\_\_\_



### Product Advertisement Rubric

Written Paragraph	Points Possible	Your Grade
Product Description	5	
You explain how your product will be priced	20	
You discuss the possible opportunity costs	5	
You discuss possible competition	5	
You discuss how the problem of scarcity applies to your product	10	
You discuss an incentive you will offer	5	
Total Points Possible	50	

Illustrated Advertisement	Points Possible	Your grade
You got your reader's attention	10	
You show the advantage of your product that makes consumers want your product	5	
You create a need for your product or you meet an existing need	5	
You persuade the reader to buy with an incentive	5	
Total Points	25	

Comments: