

Task: In a well written, three paragraph response, answer the following prompt:

Paragraph 1: Assess the effectiveness of Nike's marketing strategies in connecting with consumers.

Paragraph 2: Summarize how Nike builds its brand and why it justifies its premium pricing.

Paragraph 3: Do the best (highest quality or highest value) products become the most successful, or does the better brand win every time?

Rubric for HLQ Lesson 4-6

Criteria	4 - Excellent	3 - Proficient	2 - Developing	1 - Beginning
Paragraph 1: Effectiveness of Nike's Marketing	Thoroughly assesses Nike's marketing strategies with clear, insightful connections to consumer engagement; uses evidence from all provided documents.	Clearly assesses Nike's marketing strategies with good connections to consumer engagement; references most documents.	Provides a basic assessment of Nike's marketing strategies with limited connection to consumer engagement; references some documents.	Minimal or unclear assessment of Nike's marketing strategies; little or no reference to documents.
Paragraph 2: Brand Building & Premium Pricing	Accurately and thoroughly summarizes how Nike builds its brand and justifies premium pricing; uses all relevant documents effectively.	Adequately summarizes Nike's brand building and premium pricing; uses most relevant documents.	Summarizes Nike's brand building and premium pricing with some inaccuracies or omissions; limited document use.	Incomplete or inaccurate summary of brand building and premium pricing; little or no use of documents.
Paragraph 3: Product Quality vs. Brand Success	Insightfully discusses whether best products or better brands win, presenting a well-reasoned argument supported by documents.	Provides a clear discussion on product quality vs. brand success with some support from documents.	Offers a simplistic or somewhat unclear discussion with minimal support from documents.	Fails to address the prompt or presents an unsupported opinion with no document references.
Structure and Format	Response is clearly structured into three distinct	Response has three paragraphs mostly addressing	Response attempts three paragraphs but with some	Response lacks the required three paragraphs or

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	paragraphs, each fully addressing the assigned prompt; excellent flow and coherence.	each prompt; generally clear structure and coherence.	confusion or incomplete addressing of prompts.	does not address the prompts clearly.
Use of Provided Documents	Effectively integrates information from all provided documents in all paragraphs to support ideas and arguments.	Uses information from most provided documents to support ideas in the response.	Uses limited information from the provided documents; some ideas unsupported.	Does not use or incorrectly uses the provided documents to support the response.
Grammar, Spelling, and Mechanics	Virtually no errors; writing is polished and professional suitable for 12th grade level.	Minor errors that do not interfere with meaning or readability.	Noticeable errors that occasionally interfere with readability or clarity.	Frequent errors that interfere with understanding and readability.