

Lesson 4-5 Higher Level Question

Task: Listen to the video above. Read all of the text above, look at "A Summary Of This Lesson". Turn "A Summary Of This Lesson" in to ONLY one sentence. The challenge of this exercise is your sentence has to describe Seth Godin's thoughts on Branding and you are limited to **ONE SENTENCE!** See the rubric! You are limited to ONE SENTENCE and you have to convey Seth Godin's thoughts on Branding.

Rubric for Communicating Seth Godin's Thoughts on Branding in One Sentence (12th Grade)

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Clarity of Communication	The sentence clearly and precisely conveys Seth Godin's thoughts on branding with no ambiguity.	The sentence somewhat conveys Seth Godin's thoughts but may be vague or partially unclear.	The sentence fails to communicate Seth Godin's thoughts or is unclear and confusing.
Adherence to One Sentence Limit	The response is exactly one complete sentence with no additional sentences or fragments.	The response is mostly one sentence but may contain minor fragments or run-ons that reduce clarity.	The response contains multiple sentences or incomplete sentence fragments.
Understanding of Branding Concept	Demonstrates a thorough understanding of Seth Godin's perspective on branding as presented in the materials.	Demonstrates a partial understanding but misses some key elements of Godin's branding ideas.	Demonstrates little to no understanding of Seth Godin's thoughts on branding.