Marketing Evolution and Future Trends Rubric

Criteria	4 - Exemplary	3 - Proficient	2 - Developing	1 - Beginning
Historical Marketing Evolution	Provides a comprehensive, detailed analysis of marketing evolution from bartering to modern techniques, citing specific historical examples and demonstrating deep understanding of each developmental stage	Clearly explains the major stages of marketing development with relevant examples from the document	Offers a basic overview of marketing evolution with limited historical context	Minimal or incorrect explanation of marketing's historical development
Business Implications Analysis	Critically analyzes multiple complex implications for modern businesses, drawing insightful connections between historical marketing practices and current business needs	Identifies key implications for businesses with clear reasoning and examples	Provides some surface-level observations about business marketing implications	Lacks substantive analysis of business marketing implications
Future Marketing Projection	Presents a highly sophisticated, well-researched projection of future marketing trends with multiple supporting arguments and potential scenarios	Offers a thoughtful and reasoned prediction about future marketing evolution	Provides a basic speculation about potential marketing changes	Minimal or unrealistic projection of marketing's future
Use of Source Material	Expertly integrates multiple specific references from the source document, demonstrating comprehensive understanding and critical thinking	Effectively uses source material with clear and relevant citations	Uses some source material with limited depth	Minimal or incorrect use of source document information
Communication and Clarity	Writing is exceptionally clear, well-organized, and demonstrates advanced critical thinking and communication skills	Writing is clear and well-structured with logical reasoning	Writing is somewhat unclear with basic reasoning	Unclear writing with minimal coherent explanation