

Tesla Advertising Strategy Analysis Rubric

Criteria	3 Points	2 Points	1 Point
Content Comprehension	Demonstrates comprehensive understanding of Musk's unique advertising strategy, citing specific examples from Tesla's history and recent developments	Provides basic understanding of Musk's advertising approach with limited specific details	Shows minimal understanding with vague or incorrect information
Analysis of Marketing Strategy	Critically analyzes Musk's word-of-mouth and social media strategy, comparing it to traditional marketing with insightful observations about its effectiveness	Describes Musk's marketing approach with some analytical elements but lacks depth	Offers surface-level description without meaningful analysis
Use of Source Material	Expertly integrates multiple specific references from the provided text, including quotes and data points about Tesla's marketing evolution	Includes some references from the source material with moderate accuracy	Minimal or incorrect use of source material
Organizational Structure	Well-structured 2-3 paragraph essay with clear introduction, developed body paragraphs, and a thoughtful conclusion	Somewhat organized essay with minor structural issues	Poorly organized writing with unclear progression of ideas
Critical Thinking	Provides nuanced critique of Musk's advertising strategy, exploring potential long-term implications and market challenges	Offers basic critique with limited exploration of broader implications	Minimal critical engagement with the topic

Total Possible Score: 15 Points

Grading Scale:

- 13-15 Points: Excellent
- 10-12 Points: Proficient
- 0-9 Points: Needs Improvement