

## Unit 8 How the Consumer Movement Affects Business

**Directions** Use this rubric for self-assessment and peer assessment.

Content Criteria	Unacceptable (1–5 points)	Satisfactory (6–9 points)	Exemplary (10 points)	Weight	Score
<b>Describe</b> the consumer movement your team has chosen and its relationship to business.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Explain</b> in short paragraphs how the movement has affected business.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Create</b> a pictorial display including images and captions to show the effect of the consumer movement on business.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Discuss</b> the results of your research with the adults you interviewed.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Describe</b> how the adult you interviewed spoke out as a consumer and how the other adult changed the way business was conducted.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Explain</b> what the investigation and results mean to you.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
Writing Process Criteria	Unacceptable (1–4 points)	Satisfactory (5–7 points)	Exemplary (8 points)	Weight	Score
<b>Organization</b>	Incoherent and/or disorganized	Coherent and well organized	Exceptional	8	
<b>Detail</b>	Few or no details provided	General details provided	Appropriate specific details provided	8	
<b>Grammar</b>	Many errors	Few errors	No errors	8	
<b>Style</b>	Inconsistent style	Consistent style	Flawless style	8	
<b>Neatness</b>	Scrawled and illegible	Neatly handwritten or typed	Creatively designed and executed	8	
<b>TOTAL</b>				<b>100</b>	