Unit 5: Elizabeth's Marketing Agency

Rubric

Grading Scale

1. **Falls Well Below Expectations**: Not a whole lot of work done. Many errors. Does not demonstrate proper understanding or knowledge in this particular aspect of system design.
2. **Below Expectations**: A bit of a lazy effort, but still demonstrates a moderate understanding of system design in the designated area. Partially complete. Some Errors
3. **Meets Expectations**: They have designed their system in accordance with what is laid out in the prompt, but haven't gone beyond that. No additional quality of life improvements to the baseline/benchmark.
4. **Exceeds Expectations**: They have made several quality of life improvements here and there, in addition to meeting all the requirements for the baseline. They demonstrate very good knowledge in the aspect of their system being graded.
5. **Outstanding**: They have gone out of their way to anticipate the needs of the client. Their tech spec is extremely clear, detailed, and professionally written. Their flowchart utilizes excellent visualization and reflects each new design decision.

Planning Documents

	Notes:
Initial System Outline	
Basic Flowchart:	
Statement of Work	
Completed Flowchart	

CRM Build

	Notes:
Implementation of CRM Content: Modules, Fields, Templates, Automation, etc.	
Reporting & Dashboards	
Loom Walkthrough	