**PBL Stats Rubric Name(s): Period**

Worksheet Plan – 15 points

Survey and Evidence

* + Survey – 10 points
  + Stats – 5 points
  + Valid Proof of 50 Surveys – 5 points

Knowledge and Use of Statistics

* + Detailed Info about City – 5 points
  + Statistics on City – 5 points

Marketing Media

* + Visuals – 10 points
  + Clear Focus of Marketing Plan – 5 points
  + Convincing – 10 points

Artifact – 5 points

Presentation

* + Organized – 10 points
  + Proper Time (3 to 5 minutes) – 5 minutes
  + Professional and Practiced – 5 points

Audience Engagement – 5 points

TOTAL (100 points possible)

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