Theatre Marketing

For internal use only	У



©2019 Educational Theatre Association. All rights reserved. School: Student(s): Selection: Troupe: 4 | Superior 3 | Excellent 2 | Good 1 | Fair Above standard Aspiring to standard At standard Near standard SCORE **SKILLS** Job Understanding Articulates Articulates understanding Articulates partial Articulates little comprehensive of marketing director's role understanding of understanding of and Interview and job responsibilities; marketing director's role marketing director's role understanding of Articulation of marketing presents and explains the marketing director's role and job responsibilities; and job responsibilities; director's role and specific and job responsibilities; executed marketing plan, inconsistently presents does not explain an job responsibilities; thoroughly presents and and explains the executed executed marketing plan, creative decisions and/or presentation and explains the executed collaborative process. marketing plan, creative creative decisions, or the explanation of the collaborative process. marketing plan, creative decisions and/or executed marketing plan, decisions, and collaborative process. creative decisions, and collaborative process. collaborative process. Comment: Conducted research Creative Conducted research Conducted research Conducted research accurately identifies mostly identifies target somewhat identifies marginally identifies **Development** target market and minimal target market and suggests target market/inspiration market/inspiration for the Research conducted to for the design concept; all design concept; most a relationship to design relationship to design identify target market and appropriate resources concept; few or no appropriate resources concept; several inspire design concept; resources and personnel and personnel were and personnel were resources and personnel resources and personnel consulted to effectively consulted to effectively were consulted to refine were consulted to refine applied to refine and and communicate final and communicate final refine and communicate refine and communicate communicate the final final concept to audience. final concept to audience. concept to audience. concept to audience. design to audience. Comment: Execution Marketing campaign aligns Marketing campaign Marketing campaign Marketing campaign rarely with production concept; frequently aligns with somewhat aligns with aligns with production Marketing campaign's shared components production concept; production concept; concept; shared alignment to production consistently demonstrate shared components shared components components do not concept; unity of shared a unified effort, including usually demonstrate a demonstrate a generally demonstrate a unified components, quality and consistent quality artistic unified effort, including unified effort, including effort in artistic designs, consistency of artistic designs, accurate detail, and consistent quality artistic artistic designs, details, details, and media designs, accuracy of details, a coordinated multiple designs, accurate details, and a coordinated media distribution strategy. and a distribution strategy media distribution strategy. and a coordinated multiple distribution strategy. across multiple media. media distribution strategy. Comment: **Realized Outcomes** Budget expenditures and Budget expenditures and Budget expenditures and Budget expenditures and ticket sales explained and ticket sales explained with ticket sales are explained; ticket sales are not Budget expenditures, ticket sales, generated compared with accurate accurate figures; media media coverage, explained; media figures; media coverage, coverage, marketing/press marketing/ press releases coverage, marketing/ press media coverage based on marketing/press releases, releases, and multiple and multiple execution releases and multiple marketing/press releases, and multiple execution execution alternatives are alternatives sometimes execution alternatives and reflections on alternatives are realistic. frequently realistic, with offer realistic/practical rarely offer realistic/ alternative execution. with clear/practical clear/practical outcomes. outcomes practical outcomes. outcomes. Comment:

RATING (Please circle)	4 Superior (Score of 16-14)	3 Excellent (Score of 13-10)	2 Good (Score of 9-6)	1 Fair (Score of 5-4)	TOTAL SCORE
Judge's name (Please print)			Judge's signature		
ATTENTION T	ABUI ATION ROOM: Ple	ase note the following:			

a

Example National Core Theatre Standards aligned to this rubric: TH:Cr3.1.I.a, TH:Cr3.1.I.b, TH:Pr4.1.I.a, H:Pr6.1.I.a

To access the full descriptions of the above and all the Core Theatre Standards go to: www.nationalartsstandards.org

For additional Standards resources visit: www.schooltheatre.org/advocacy/standardsresources

Optional aligned state standards:

Timing issue: (____mm__ss)

Other comments:

Rule violation:_____;

State Standards website:_

ssessments and for this reason, alignment to the National Core Standards has been indicated on this form.	This rubble should not be considered an assessment of student learning. However, it can serve as a moder for designing cumodidin- based performa	IIICC
	ssessments and for this reason, alignment to the National Core Standards has been indicated on this form.	