**Rubric: Customized & Adapted Products Country:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | **10 Points** | **8 Points** | **5 Points** |
| Country | At least 8 facts relating to the culture of this country were presented so that history and culture were clearly defined.  Facts were valuable in detailing how country functions. | 5-7 Facts relating to the culture of the country were presented so that viewers could understand history. | Less than 5 facts relating to the history of the country were provided.  Facts given were not useful in detailing how the country functions. |
| Customization | Product is original and would only be sold in the country presented.  Reasons were given to support product presented based on wants and needs of consumer. | Product is original but no reasons supporting its creation are provided.  No wants or needs are given to support product creation | Product is not original.  Product is not specific to the country detailed. |
| Adaptation | An existing product is modified based on the culture of the country they selected.  Product given would have moderate success in the United States but has been changed to have better success in both countries.  Reasons were given to support product presented based on wants and needs of consumer | Product is adapted but no reasons supporting its creation are provided. | Product is not adapted.  Existing product in the United States is already sold. |
| Presentation | Everyone in presentation group played an active role in the presentation. \_\_\_\_/1  Group members were knowledgeable & answered questions well. \_\_\_\_/3  Presenters spoke clearly, slowly, & loud enough for everyone to hear. \_\_\_\_/3  Presenters displayed good eye contact during presentation \_\_\_\_/3 | | |
| Visual Aid | PowerPoint with necessary information was prepared \_\_\_\_/3  PowerPoint was easy to read. \_\_\_\_/3  Font was large enough & background/font colors did not make reading difficult  Pictures of BOTH Products were included \_\_\_\_/4  A promotional tool for service business could be given as a substitute | | |

**Comments:**