

Educational Level:
Higher Education

Subject Area (s)
Marketing & Communication

Digitally Assessing Sport Consumer Experiences



Rubric

	High Distinction	Distinction	Credit	Pass	Unsatisfactory
Production of digital storyboard and timeline (Technology literacy)	Excellent quality and variety of digital artifacts provided. Digital artifacts were developed and presented at a very high level and were relevant and linked to both Sport Marketing concepts and the selected sport experience.	Very good quality and variety of digital artifacts provided. Digital artifacts were developed and presented at a strong level and were relevant and linked to both Sport Marketing concepts and the selected sport experience.	Good quality and variety of digital artifacts provided. Digital artifacts were developed and presented at a good level. Greater relevant between artifacts and Sport Marketing concepts and the selected sport experience is needed.	A variety of digital artifacts are provided at an adequate level. Far greater relevant between artifacts and Sport Marketing concepts and the selected sport experience is needed	No or limited substantial digital artifacts provided. Digital artifacts were not linked to Sport Marketing concepts and the selected sport experience.
Alignment, demonstration and analysis of sport marketing concepts (Information literacy)	Excellent selection, use and integration of information and content, providing a very strong ability to develop clear insights from digital	Very good selection, use and integration of information and content, providing a strong ability to develop clear insights from digital artifacts.	Good selection, use and integration of information and content, providing a good ability to develop clear insights from digital artifacts.	Adequate selection, use and integration of information and content, with limitations to the ability to develop clear insights from digital	Poor selection, use and integration of information and content, with clear limitations to the ability to develop clear insights from

	artifacts. Expert alignment with, and/or knowledge of key Sport Marketing concepts is demonstrated, providing and excellent level of detail of the event. A very high-quality summary or integration of the artifacts is provided that provides excellent coverage via the digital storyboard.	Very good links to Sport Marketing concepts and includes summary or integration that succinctly summarises contents of the digital storyboard. Omits some relevant information or scope for greater detail.	Good level of detail or links to Sport Marketing concepts, discussion and integration is evident but provides an incomplete picture of the digital storyboard.	artifacts. Minimal links to Sport Marketing concepts, and detail or discussion is provided, but gives insufficient detail or description via the digital storyboard.	digital artifacts. No substantial links, knowledge and/or understanding of the key Sport Marketing concepts are provided. Discussion is incomplete, and/or requires far greater development.
Recommendations	Excellent, well focussed and actionable recommendations are provided. Interpretation is exceptionally well linked to the digital storyboard as well as manager practices and provides recommendations that are insightful and expertly linked to sport marketing experiences in the chosen context.	Very well focussed and actionable recommendations are provided. Interpretation is well linked to the digital storyboard as well as manager practices and provides recommendations that are insightful and well linked to sport marketing experiences in the chosen context.	Focussed recommendations are provided. Interpretation is linked to the digital storyboard as well as manager practices and provides recommendations that are linked to sport marketing experiences in the chosen context. Recommendations require greater depth or focus.	Recommendations are visible and adequate, but need greater links to the digital storyboard, manager practices, and the sport marketing experiences in the chosen context. Recommendations require far greater clarity, depth or focus.	Recommendations are absent or poorly developed. Links to the digital storyboard or manager practices appear incomplete or critical elements have been overlooked.
Presentation of Digital Storyboard/Timeline and Recommendations Video	Excellent overall presentation of the various digital components as part of the submission. Strong quality of technical skills, with artifacts developed at a very high standard, and presented consistently. Digital	Very good overall presentation of the various digital components as part of the submission. Quality of technical skills is evident, with artifacts developed at a high standard, and presented consistently in most	Good overall presentation of the various digital components as part of the submission. Some quality of technical skills is provided, but greater attention is needed to ensure artifacts are developed at a high	Adequate presentation of the various digital components as part of the submission. Far greater attention is needed to ensure artifacts are developed at a high standard and presented consistently. Digital storyboard needs	Poor and/or inconsistent presentation of the various digital components as part of the submission. More time, effort and attention is needed to ensure artifacts are developed at an

	storyboard shows very strong and clear evidence of planning, logic and creativity, and recommendations are presented with exceptional clarity.	areas. Digital storyboard shows strong evidence of planning, logic and creativity, and recommendations are presented with good clarity.	standard and presented consistently. Digital storyboard shows some evidence of planning, logic and creativity, and recommendations are presented well.	greater evidence of planning, logic and creativity, and recommendations need greater clarity in their presentation.	adequate standard. Digital storyboard lacks evidence of planning, logic and creativity, and recommendations are incomplete or need greater detail, focus and clarity in their presentation.
Reflection and Learnings	Utilising the template, the reflection demonstrates an excellent degree of critical thinking in applying, analysing, and evaluating experiences and learnings regarding key Sport Marketing concepts.	Utilising the template, the reflection demonstrates a very good degree of critical thinking in applying, analysing, and evaluating experiences and learnings regarding key Sport Marketing concepts.	Utilising the template, the reflection demonstrates a good degree of critical thinking in applying, analysing, and evaluating experiences and learnings regarding key Sport Marketing concepts.	Utilising the template, the reflection demonstrates an adequate degree of critical thinking in applying, analysing, and evaluating experiences and learnings regarding key Sport Marketing concepts.	Reflection lacks evidence of critical thinking and only incomplete or superficial connections are made.

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