

## Rubric Smart shopping



ITEMS	EXCELLENT	GOOD	NEEDS IMPROVEMENT	LOW PERFORMANCE
1. You have been able to work cooperatively with other members of the team to achieve the final task.	You were able to communicate your ideas in an efficient way as well as accept your classmates' suggestions to reach the team's final task successfully. 10	You had good communication with your group to share ideas and reach agreements for the production of your final task. 7,5	You should improve your communication skills in order to be more efficient in the expression of your ideas in the context of teamwork. 5	You need to work on your communication abilities to be able to expose and debate ideas with the rest of the team to achieve a common product. 2,5
2. You have learnt the comparative and superlative of adjectives to use them properly in a context.	You can use the comparative and superlative structures to express correct descriptions according to communicative needs. 10	You can use most of the comparative and superlative structures correctly in different communicative situations. 7,5	You could do better using the comparative and superlative structures for more accurate descriptions of characteristics and situations. 5	You ought to go back over the contents of comparative and superlative adjectives to be able to use them properly in a communicative context. 2,5

3. You are able to appreciate the different commercial formats and their particularities.	You can clearly tell the difference between the diverse types of commercial establishments and their particular features, so you can make a better choice when shopping.	Now you are aware of the advantages and disadvantages of the different commercial formats and can make more responsible decisions as a buyer.	You should take time to go over this information again in order to get a clearer idea about the differences between shopping in each of the establishments available.	Your knowledge on this aspect of shopping is not good enough. You need to make it better by revising its contents, so you can become a smarter shopper.
	10	7,5	5	2,5
4. You have learnt the basic steps to create an advertising campaign with a critical sense.	You are able to develop a successful advertising campaign by applying a critical thinking procedure.	You can work in an advertising campaign following the different stages you've learnt, going step by step.	You need to work harder to differentiate each step needed to create an interesting advertising campaign.	Your competence in this aspect is not complete enough to be able to produce an advertising campaign. You should go over the different steps again.
	10	7,5	5	2,5
5. You have been able to reflect about the goals, targets and channels of an advertising campaign.	You have a clear idea about all the elements included in an advertising campaign,	You know the difference between most of the components of a	You still need to consolidate the knowledge about this aspect of an	You need to appreciate the difference between the elements of a

	so you can have a critical approach to the world of publicity.	publicity campaign.	advertising campaign in order to have a clearer idea about it.	publicity campaign to work with them properly.
	10	7,5	5	2,5
6. You have learnt to analyze an advertising campaign with critical thinking.	Now you're aware of the different techniques of publicity to reach a goal, so you are always an attentive consumer.	You can understand some of the strategies used in publicity to pass a message effectively, and recognize the elements of a campaign	You are able to superficially detect the way publicity works on people but should be more aware to become a responsible shopper.	Your critical thinking about this topic needs improvement, so that you can notice the way publicity works on you.
	10	7,5	5	2,5
7. You have learnt and used proper vocabulary to talk about shopping, commerce and advertising.	You have an excellent range of vocabulary to express yourself in different contexts related to shopping and consumption.	You are able to have a say in diverse situations as a customer and when it comes to defending your rights.	You can improve your communication skills as a buyer and consumer to be able to make yourself better understood if necessary.	You need to learn more vocabulary in order to express your opinions and defend your right as a customer.
	10	7,5	5	2,5

8. You have been able to create different commercial messages attending to text and image.	You are able to produce a correct and efficient message to advertise a product.  10	You can design a message about a product to successfully reach your target.  7,5	Your commercial message could be better with a deeper understanding of the techniques for an efficient advertisement.  5	Your commercial message is not clear enough, so it can't achieve its purpose efficiently. You should go back over the basis of an efficient campaign.  2,5
9. You recognize the different ways of shopping, the pros and cons of every type of consumption.	You can identify the features of each type of consumption, so you are more aware of the consequences of your choices as a buyer.  10	You are able to see the basic differences between all the formats of commercial transactions, which makes you a more responsible consumer.  7,5	In order to be a more prepared consumer you should learn more about the advantages and disadvantages of different types of consuming.  5	Your knowledge about different formats of shopping needs to improve if you want to become more aware of the impact of your actions as a consumer.  2,5
10. Now you have criteria to be a responsible shopper and support the local commerce sustainability.	You can use your critical thinking to make your choices and realize the impact of the different	You are quite aware of your responsibility as a consumer and the consequences of your elections.	You can still be influenced by publicity when making your consumption decisions and not see	You have to open your eyes not to be easily manipulated as a buyer. In order to achieve this, you need

	shopping formats in society.		the results of your actions.	to check once again the contents of this unit.
	10	7,5	5	2,5



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