



North Kingstown High School Anchor Assignment Assessment Plan

Department: **CAREERS**

Name of Course: **SPORTS MARKETING - 3393**

“Title” of Anchor Assignment: **MARKETING THROUGH SPORTS**

What are students asked to do/create/write/present to complete this assignment?

STUDENTS WILL:

***Choose and athlete in the world of sports and compose a brief biography of that person and what makes them prominent in their sports profession.**

***Summarize in writing their athlete economic impact in the sports marketing industry.**

***Provide 5 visual samples of “print” media endorsements/advertisements of your chosen athlete.**

***Hard copy of assignment is listed below.**

GSE(s) Covered by this Assignment:

- **Information Writing – W7 and W8**
- **NET’s - # 5 Technology Research Tools**

NKHS Expectation(s) for Student Learning Covered by this Assignment:

- **# 4 Written Communication**
- **# 5 Visual Communication**

Problem Solving

Depth of Knowledge (Check one)

_____ **Level 1**- Recall of Information - requires the student to write or recite simple facts. Does not include complex synthesis or analysis, but basic ideas. Level 1 requires students to demonstrate a rote response, perform a well-known algorithm, follow a set procedure (like a recipe), or perform a clearly defined series of steps.

 X **Level 2**- Basic Reasoning- requires some mental processing, connecting ideas using a simple organizational structure. At this level, students are engaged in first draft writing for a limited number of purposes and audiences; Keywords that generally distinguish a Level 2 item include “classify,” “organize,” “estimate,” “make observations,” “collect and display data,” and “compare data.” These actions imply more than one step.

_____ **Level 3**- Complex Reasoning- requires some higher level mental processing. Students are developing multi-paragraph compositions that may include complex sentence structures or demonstrate some synthesis and analysis. The cognitive demands at Level 3 are complex and abstract. The complexity does not result from the fact that there are multiple answers, a possibility for both Levels 1 and 2, but because the task requires more demanding reasoning.

_____ **Level 4**- Extended Reasoning- Higher-level thinking is central to this level. Multi-paragraph compositions demonstrate synthesis and analysis of complex idea or themes and evidence of a deep awareness of purpose and audience. Level 4 activities include designing and conducting experiments; making connections between a finding and related concepts and phenomena; combining and synthesizing ideas into new concepts; and critiquing experimental designs.

Is proficient completion of this assignment required for the e-Portfolio? Yes _____ No **X**

How will this anchor assignment be graded and weighed in the overall grading?

100 point scale; weighed as a regular assignment grade under the students class assignment section.

Outline the opportunities for students to revise their work.

The classroom teacher will be available to students after school to revise and make adjustments to their assignment.