



# ASSESSMENT CRITERIA



NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:	NAME:
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## Assessment for assignment 1

Assess on a scale from 1-10:

- Is the idea innovative and new?
- Target group suitability: To what extent is the destination, the content and the duration of the camp suitable for the target group?
- Are the considerations concerning the practicalities and necessities relevant for the camp?

PART. 1	PART. 2	PART. 3	PART. 4	PART. 5	PART. 6	PART. 7	PART. 8	PART. 9	PART. 10	PART. 11

## Assessment for assignment 2

Assess on a scale from 1-15:

- Are the arguments for the camp idea clear and convincing?
- To what extent does the assignment consider the necessary pitfalls and possible cultural differences?
- Are the considerations concerning the cultural differences relevant for the chosen camp?
- Are the suggested marketing platforms suitable for the specific camp?

PART. 1	PART. 2	PART. 3	PART. 4	PART. 5	PART. 6	PART. 7	PART. 8	PART. 9	PART. 10	PART. 11

## Overall assessment

Assess on a scale from 1-5:

- To what extent has the participant expressed him/herself correctly, using a reasonably precise and varied vocabulary?

PART. 1	PART. 2	PART. 3	PART. 4	PART. 5	PART. 6	PART. 7	PART. 8	PART. 9	PART. 10	PART. 11
TOTAL										

