# Complete Course Rubric

## How to Build a Profitable Online Course Website with WordPress

**Course Outcome:** By the end of this course, students will have successfully launched a fully functional, self-hosted WordPress website capable of selling online courses, digital products, or memberships.

**Module Assessment Breakdown**

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| --- | --- | --- | --- |
| **Module** | **Weight** | **Focus Area** | **Key Deliverable** |
| **Module 1** | 5% | Orientation & Planning | Completed orientation activities |
| **Module 2** | 20% | Foundation Setup | Live WordPress site with domain/hosting |
| **Module 3** | 15% | WordPress Configuration | Properly configured WordPress with core plugins |
| **Module 4** | 10% | Security & Performance | Site security and performance optimization |
| **Module 5** | 10% | Membership Setup | Membership levels configured |
| **Module 6** | 15% | E-commerce Integration | WooCommerce products created |
| **Module 7** | 15% | Course Creation | Functional course built with WP Courseware |
| **Module 8** | 5% | Design & Navigation | Professional site design and navigation |
| **Module 9** | 5% | Testing & Launch | Final website launch and testing |

**Detailed Module Rubrics**

## Module 1: Orientation (5 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (4-5 pts)** | **Proficient (3-4 pts)** | **Developing (2-3 pts)** | **Needs Work (0-2 pts)** |
| **Orientation Completion** | Completed all orientation activities with thorough responses | Completed most activities with adequate responses | Completed some activities with basic responses | Minimal completion or poor quality responses |

## Module 2: Your Landing Page on the Web (20 points)

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| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (18-20 pts)** | **Proficient (14-17 pts)** | **Developing (10-13 pts)** | **Needs Work (0-9 pts)** |
| **Domain Selection** | Perfect domain choice with clear branding connection and strategic thinking | Good domain that aligns with brand and shows planning | Acceptable domain with basic connection to brand | Poor domain choice or no clear reasoning |
| **Hosting Setup** | Hosting perfectly matches needs, excellent value, properly configured | Good hosting choice that meets most needs and is properly set up | Basic hosting that works but may not be optimal | Poor hosting choice or setup issues |
| **WordPress Installation** | Flawless WordPress installation with all components working perfectly | Successful installation with minor issues resolved | WordPress installed but some configuration problems | Installation incomplete or major issues |
| **Technical Understanding** | Demonstrates clear understanding of how websites, domains, and hosting work together | Shows good grasp of basic concepts with minor gaps | Basic understanding but some confusion evident | Little understanding of fundamental concepts |

## Module 3: Configure WordPress + Install Core Plugins (15 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (14-15 pts)** | **Proficient (11-13 pts)** | **Developing (8-10 pts)** | **Needs Work (0-7 pts)** |
| **Plugin Installation** | All required plugins installed and properly configured | Most plugins installed with good configuration | Some plugins missing or poorly configured | Many plugins missing or incorrectly set up |
| **WordPress Settings** | Perfect WordPress configuration optimized for course delivery | Good configuration with most settings optimized | Basic configuration that functions adequately | Poor configuration or settings that hinder functionality |

## Module 4: Security, Performance & Essential Settings (10 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (9-10 pts)** | **Proficient (7-8 pts)** | **Developing (5-6 pts)** | **Needs Work (0-4 pts)** |
| **Security Implementation** | Comprehensive security measures properly implemented | Good security setup with most measures in place | Basic security with some gaps | Poor or missing security measures |
| **Performance Optimization** | Site loads quickly with excellent performance metrics | Good performance with minor optimization opportunities | Acceptable performance but could be improved | Poor performance or no optimization |

## Module 5: Setting Up Your Membership Levels (10 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (9-10 pts)** | **Proficient (7-8 pts)** | **Developing (5-6 pts)** | **Needs Work (0-4 pts)** |
| **Membership Structure** | Clear, logical membership levels that align perfectly with business model | Good membership structure with clear value propositions | Basic membership setup that functions adequately | Unclear or poorly structured membership levels |
| **Access Control** | Perfect implementation of content restrictions and access controls | Good access control with minor issues | Basic access control that mostly works | Poor or non-functioning access controls |

## Module 6: Creating Products with WooCommerce (15 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (14-15 pts)** | **Proficient (11-13 pts)** | **Developing (8-10 pts)** | **Needs Work (0-7 pts)** |
| **Product Creation** | Professional products with compelling descriptions, proper pricing, and excellent presentation | Good products with adequate descriptions and appropriate pricing | Basic products that function but lack polish | Poor product setup or missing essential elements |
| **E-commerce Functionality** | Flawless checkout process, payment integration works perfectly | Good e-commerce setup with minor issues | Basic functionality that mostly works | Poor or non-functioning e-commerce features |

## Module 7: Building Your Course with WP Courseware (15 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (14-15 pts)** | **Proficient (11-13 pts)** | **Developing (8-10 pts)** | **Needs Work (0-7 pts)** |
| **Course Structure** | Logical, engaging course structure with clear learning progression | Good course organization with mostly clear flow | Basic course structure that functions adequately | Poor organization or confusing course flow |
| **Content Integration** | Seamless integration of various content types (video, text, quizzes, etc.) | Good content variety with proper integration | Basic content with some integration issues | Poor content integration or limited variety |

## Module 8: Designing Your Site + Creating Navigation (5 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (4-5 pts)** | **Proficient (3-4 pts)** | **Developing (2-3 pts)** | **Needs Work (0-2 pts)** |
| **Design Quality** | Professional, cohesive design that reflects brand perfectly | Good design with clear branding and user-friendly layout | Acceptable design but may lack cohesion or polish | Poor design or confusing layout |
| **Navigation** | Intuitive, logical navigation that enhances user experience | Clear navigation with minor usability issues | Basic navigation that functions adequately | Confusing or poorly implemented navigation |

## Module 9: Test, Launch, and Grow (5 points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (4-5 pts)** | **Proficient (3-4 pts)** | **Developing (2-3 pts)** | **Needs Work (0-2 pts)** |
| **Testing & QA** | Comprehensive testing with all issues resolved before launch | Good testing with most issues identified and fixed | Basic testing with some issues remaining | Minimal testing or unresolved major issues |
| **Launch Readiness** | Site is fully launch-ready with all components functioning perfectly | Site is mostly ready with minor final adjustments needed | Site functions but needs some improvements | Site not ready for launch or has significant issues |

**Final Project Assessment**

**Overall Website Functionality (Bonus: up to 10 additional points)**

* **Exceptional Integration (8-10 pts):** All modules work together seamlessly, creating a professional, fully functional online course platform
* **Good Integration (6-7 pts):** Most components work well together with minor integration issues
* **Basic Integration (4-5 pts):** Site functions but integration could be improved
* **Poor Integration (0-3 pts):** Significant integration problems or non-functional components

**Business Viability (Bonus: up to 5 additional points)**

* **Clear Value Proposition:** Site clearly communicates value and targets specific audience
* **Professional Presentation:** Site looks professional and trustworthy
* **Growth Potential:** Structure supports future expansion and scaling

**Total Points: 100 + up to 15 bonus points**

**Grading Scale:**

* **A:** 90-100+ points - Exceptional work, ready for professional launch
* **B:** 80-89 points - Good work with minor improvements needed
* **C:** 70-79 points - Satisfactory work that meets basic requirements
* **D:** 60-69 points - Below expectations, significant improvements needed
* **F:** Below 60 points - Does not meet course requirements

**Additional Feedback:**