



# Assessment of Marketing Report

Company Name: \_\_\_\_\_

JUDGING CRITERIA	Poor	Below Average	Average	Above Average	Superior	Score
<b>1. Quality of Presentation</b> <ul style="list-style-type: none"> <li>How visually appealing is it? Does it look professional?</li> </ul>	1	1.5	2	2.5	3	
<b>2. Clarity of Documentation</b> <ul style="list-style-type: none"> <li>Is it easily understood? Is it free from confusion, uncertainty or doubt?</li> </ul>	1	1.5	2	2.5	3	
<b>3. Schema</b> <ul style="list-style-type: none"> <li>Is there a logical sequence of presentation?</li> </ul>	1	1.5	2	2.5	3	
<b>4. Executive Summary</b> <ul style="list-style-type: none"> <li>Is there evidence of an executive summary?</li> <li>Does it give an overview that could be read instead of the whole document, including a preview of the main points as well as key results and recommendations?</li> </ul>	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
<b>5. Mission Statement</b> <ul style="list-style-type: none"> <li>Is there a mission statement? Does it clearly state what the company does?</li> </ul>	1	1.5	2	2.5	3	
<b>6. Strategy &amp; Planning – The big picture</b> <ul style="list-style-type: none"> <li>Is there an outline of the schemes or plan of action used?</li> <li>Have they been convincing that they have understood the issues and developed a well thought out and viable plan?</li> <li>Is there evidences of market research?</li> </ul>	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
<b>7. Content – the detail</b> <ul style="list-style-type: none"> <li>Does this document have substance? Does it include adequate treatment of decisions &amp; consequences?</li> <li>Does it contain the details of the strategy and planning from above?</li> <li>Does it demonstrate student's understanding of the process of Marketing a product?</li> <li>Have students adequately discussed the costs of mass production, set a recommended retail price and packaging?</li> </ul>	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
<b>8. Visuals</b> <ul style="list-style-type: none"> <li>Are there any graphs, charts?</li> <li>Are there appropriate visuals with supporting explanations to substantiate their use?</li> </ul>	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
<b>9. Conclusion</b> <ul style="list-style-type: none"> <li>Is there a conclusion? Does the conclusion draw together the main achievements?</li> <li>Does it include plans for the future beyond this report?</li> </ul>	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
<b>Raw Score</b>						<b>/51</b>