



# Assessment of Marketing Report

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

JUDGING CRITERIA	Poor	Below Average	Average	Above Average	Superior	Score
<b>1. Quality of Presentation</b> • How visually appealing is it? Does it look professional?	1	1.5	2	2.5	3	
<b>2. Clarity of Documentation</b> • Is it easily understood? Is it free from confusion, uncertainty or doubt?	1	1.5	2	2.5	3	
<b>3. Schema</b> • Is there a logical sequence of presentation?	1	1.5	2	2.5	3	
<b>4. Executive Summary</b> • Is there evidence of an executive summary?  • 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?	1  1	1.5  1.5	2  2	2.5  2.5	3  3	
<b>5. Mission Statement</b> • Is there a mission statement? Does it clearly state what the company does?	1	1.5	2	2.5	3	
<b>6. Strategy &amp; Planning – The big picture</b> • Is there an outline of the schemes or plan of action used? • Have they been convincing that they have understood the issues and developed a well thought out and viable plan? • Is there evidences of market research?	1  1  1	1.5  1.5  1.5	2  2  2	2.5  2.5  2.5	3  3  3	
<b>7. Content – the detail</b> • Does this document have substance? Does it include adequate treatment of decisions & consequences? • Does it contain the details of the strategy and planning from above? • Does it demonstrate student's understanding of the process of Marketing a product? • Have students adequately discussed the costs of mass production, set a recommended retail price and packaging?	1  1  1  1	1.5  1.5  1.5  1.5	2  2  2  2	2.5  2.5  2.5  2.5	3  3  3  3	
<b>8. Visuals</b> • Are there any graphs, charts? • Are there appropriate visuals with supporting explanations to substantiate their use?	1  1	1.5  1.5	2  2	2.5  2.5	3  3	
<b>9. Conclusion</b> • Is there a conclusion? Does the conclusion draw together the main achievements? • Does it include plans for the future beyond this report?	1  1	1.5  1.5	2  2	2.5  2.5	3  3	
<b>Raw Score</b>						<b>/51</b>