**Student Name:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Preparation** | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| Written document submitted at least 7 days in advance.  Direct Mail Campaign Document was: specified word length, recent (last 12 months), using reputable business research sources. Fact-based article; no opinion essays or blog posts. Sources and citations. | **(0)**  No items completed. | **(4)**  Some completed as described. | **(6)**  Most items as described. | (8)  Missing one item as described. | **(10)**  All items completed |
| **Content of Direct Mail Presentation** | **(3)**  All summary | **(6)**  Mostly summary,  Some generic analysis | **(9)**  Equal mix of summary & analysis | **(12)**  Some summary and specific analysis | **(15)**  Presented original analysis with minimal article summary |
| **Presentation Skills** | **Poor** | **Fair** | **Good** | **Very good** | **Excellent** |
| Poise, preparation, eye contact | **(0)**  Fumbling, unprepared | **(4)**  Reading notes | **(6)**  Reading and presenting | **(8)**  Presenting | **(10)**  Poised, prepared, confident |
| Class discussion:  Asked open-ended questions to encourage discussion. Able to respond to appropriately. | **(0)**  No class engagement | **(4)**  One, close ended question | **(6)**  Asked a few close-ended questions and/or some discussion | **(8)**  Asked and/or answered effective open ended questions | **(10)**  Engaged class in discussion |
| Length of presentation | **(0)**  17+ minutes | **(4)**  16 minutes or more | **(6)**  15 minutes or more | **(8)**  14 minutes or more | **(10)**  Finished in 12 minutes |
| **Presentation Materials** |  |  |  |  |  |
| Slides are clear, uncluttered.  Additional material/video enhances the presentation. | **(3)**  Cluttered | **(6)**  Text heavy but clear | **(9)**  Text + some graphics | **(12)**  Good graphics, minimal text | **(15)**  Visually engaging |
| **Quality of Direct Mail Plan – WRITTEN DOCUMENT** |  |  |  |  |  |
| Depth of analysis | **(2)**  Too much summary | **(4)**  Mostly summary,  Some generic analysis | **(6)**  Equal mix of summary & analysis | **(8)**  Some summary and specific analysis | **(10)**  Comprehensive analysis |
| Direct Marketing and Mail concepts discussed | **(2)**  None | (4)  Few marketing concepts generically mentioned | (6)  Vague marketing concepts applied generically | (8)  Applied some concepts specifically to article | **(10)**  Numerous marketing concepts applied specifically & accurately. |
| Market research – market opportunity, customer persona, mailing list, buyers journey | **(2)**  None | **(4)**  One additional fact/source | **(6)**  More than one additional fact/source | **(8)**  Up to five additional fact/sources | **(10)**  More than 5 additional research |
| **POINTS** |  |  |  |  |  |
|  |  |  |  | **YOUR SCORE:** |  |