**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:** |  |