

Project grading rubric

In general, your product or service should be aligned with the company goals, objectives, and image. Moreover, your product or service should satisfy an unfulfilled consumer need.

Proposal: 5 points

- Clearly describe the company, product, and market need

Presentation: 10 points

- The presentation is within the time limits
- The product or service is presented in a clear manner
- The need that your product or service is satisfying is clearly conveyed
- The value proposition of your product or service is clearly conveyed
- The marketing concepts learned in class are applied correctly

Final paper: 10 points

- The product is clearly described
- The need that the product or service is satisfying is clear
- Each step of your marketing plan and strategy is clearly described
- The marketing concepts learned in class are applied correctly
- All your choices should be well-motivated (suggestion: use data whenever possible to motivate your choices)

Peer evaluation: 5 points