**Marketing to Generation X, Generation Y, Baby Boomers,** **and the Silent Generation**

**Marketing to the Generations Rubric**

**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- |
| **Category** | **20** | **15** | **10** | **5** |
| **Research for Each Generation** | Thorough research printed and highlighted for each generation | Thorough research printed, not highlighted for each generation | Adequate research printed and highlighted for each generation | Incomplete information for the 4 generations |
| **Poster Representing the 4 Generations** | Appealing poster that accurately illustrates people for each generation | Appealing poster that does not accurately illustrate people for each generation | Acceptable poster with inaccurate pictures | Poorly constructed poster with incomplete information (pictures) |
| **Bulleted List for Each Generation** | 20 solid facts for each generation | 20, less than solid facts for each generation | 15-19 facts for each generation | Less than 15 facts for each generation |
| **Paragraphs Describing Purchases for Each Generation** | High quality paragraphs with at least 5 purchase needs and explanations for each generation | High quality paragraphs with less than 5 purchase needs and explanations for each generation | Acceptable paragraphs with 5 purchase needs for each generation, but lacking explanations for the purchases | Incomplete information about purchase needs and rationale for each group |
| **PowerPoint Presentation** | At least three high quality, informative slides for each generation | Less than three high quality, informative slides for each generation | Adequate number of slides, but slide content is inadequate | Incomplete slide show with inadequate information for each generation |

Total Points \_\_\_\_\_\_\_\_\_\_

Maximum Score 100 Pts.