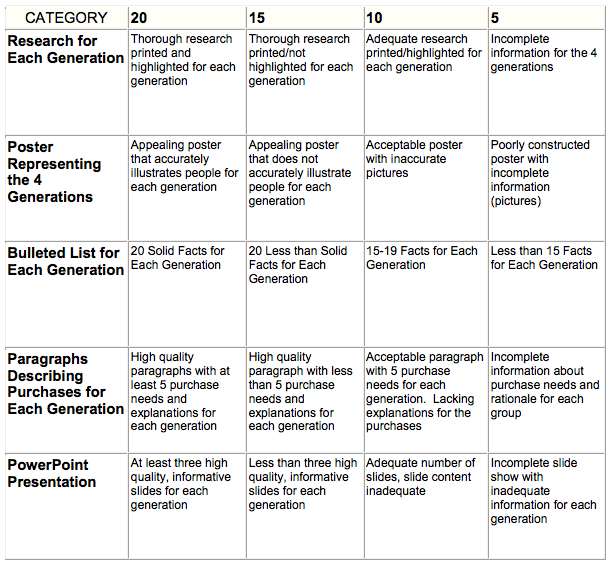
**Marketing to Generation X, Generation Y, Baby Boomers,**

**and the Silent Generation**

**Marketing to the Generations Rubric**

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



Total Score \_\_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points