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

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

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

Maximum Score 100 pts.