**Four Eras of Marketing Project**

**PowerPoint Rubric**

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CATEGORY |  | **20** |  | **15** |  | **10** |  | **5** |  |
| **Production Era** |  | 10 or more high |  | 7-9 high quality facts |  | 4-6 high quality facts |  | Less than 4 high |  |
|  |  | quality facts were |  | were covered. |  | were covered. |  | quality facts were |  |
|  |  | covered. |  |  |  |  |  | covered. |  |
|  |  |  |  |  |  |  |  |  |  |
| **Sales Era** |  | 10 or more high |  | 7-9 high quality facts |  | 4-6 high quality facts |  | Less than 4 high |  |
|  |  | quality facts were |  | were covered. |  | were covered. |  | quality facts were |  |
|  |  | covered. |  |  |  |  |  | covered. |  |
|  |  |  |  |  |  |  |  |  |  |
| **Market** |  | 10 or more high |  | 7-9 high quality facts |  | 4-6 high quality facts |  | Less than 4 high |  |
| **Department Era** |  | quality facts were |  | were covered. |  | were covered. |  | quality facts were |  |
|  |  | covered. |  |  |  |  |  | covered. |  |
|  |  |  |  |  |  |  |  |  |  |
| **Market Concept** |  | 10 or more high |  | 7-9 high quality facts |  | 4-6 high quality facts |  | Less than 4 high |  |
| **Era** |  | quality facts were |  | were covered. |  | were covered. |  | quality facts were |  |
|  |  | covered. |  |  |  |  |  | covered. |  |
|  |  |  |  |  |  |  |  |  |  |
| **Presentation** |  | Presentation was |  | Presentation was |  | The product was |  | The presentation |  |
|  |  | well organized, |  | good 80% of the |  | good. The |  | showed lack of |  |
|  |  | confident and |  | time. More |  | presentation |  | preparation. |  |
|  |  | informative. |  | preparation on the |  | included facts but |  |  |  |
|  |  |  |  | presentation would |  | need preparation |  |  |  |
|  |  |  |  | have equaled more |  | and practice. |  |  |  |
|  |  |  |  | confidence when |  |  |  |  |  |
|  |  |  |  | presenting. |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

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

Maximum 100 Points