

Assessment Artifact Secondary Marketing Program

Program SLO#3: Apply technical skills required to obtain career-sustaining marketing positions.

ISMP Goal: GOAL 5: Modernizing and Expanding Infrastructure and Technology Objective 5.2 Ensure robust technology

TITLE V: 2.3 Ensure that all CTE instructional facilities are outfitted with the latest state-of-the-art and industry-level equipment to enhance students' learning and their learning environment.

Method/Tool: (Assess Marketing 2) **Students will create an electronic presentation on a marketing strategy for a given product.**

Criteria: 80% of the students will score 80% or better on the rating sheet below.

Student #: _____ **School** _____ **Date:** _____

Criteria		Yes	No
A. Identified the target market.			
1. Demographics			
2. Geographic			
3. Psychographic			
4. Behavioral			
B. Demonstrated the product/service utilizing the 4 P's of the marketing mix.			
5. Product			
6. Price			
7. Place			
8. Promotion			
C. Presentation:			
9. Used Technology tool (ex: google slides, etc.)			
10. Creativity tools used (animation, graphics, slide transitions)			
11. Information is organized with proper transitions.			
12. Presentation is visually appealing.			
13. Used proper spelling and grammar.			
14. Voice projection is audible.			
15. Delivery is clear with confidence.			

_____ **out of 15 TOTAL SCORE:** _____%

Comments/ notes: _____