

## Assessment Artifact Secondary Marketing Program

**Program SLO#2:** Integrate the latest technology effectively in business and marketing communications.

**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 environments.

**Method/Tool:** (Assess Marketing 2) **Students will create an electronic presentation on a marketing strategy for a given product. (Marketing Mix: 4P's, Target Market)**

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

**Student #:** \_\_\_\_\_ **School** \_\_\_\_\_ **Date:** \_\_\_\_\_

Criteria		Yes	No
Identified the target market			
1	Demographics		
2	Geographic		
3	Psychographic		
4	Behavioral		
Demonstrated the product/service utilizing the 4 P's of the marketing mix			
5	Product		
6	Price		
7	Place		
8	Promotion		
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: \_\_\_\_\_