

Assessment Artifact Secondary Marketing Program

Program SLO: Integrate the latest technology effectively in business and marketing communications

ISMP Goal: GOAL 5: Modernizing and Expanding Infrastructure and 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.

Assessment Tool: Students will create an electronic presentation on a marketing strategy for a given product.

Criteria: Upon successful completion of the secondary marketing program, 80% of the students will score 80% or higher on the rating sheet.

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: _____