

Assessment MK123 Principles of Marketing

- SLO:**
1. Describe fundamental marketing concepts.
 2. Demonstrate oral and written communication skills using technological tools in marketing
 3. Evaluate various marketing career opportunities.

Method/Tool: Individual student will create an electronic presentation on a career related to Marketing. Include an introduction, describing key marketing terms: marketing, marketing concept, target market, and the 4 P's of the marketing mix.

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

Student #: _____

Date: _____

SLO	Criteria	Yes	No
1	1	Included the terms marketing, marketing concept, and target market.	
1	2	Included the 4 P's of the marketing mix.	
2	3	Created an electronic presentation (PowerPoint/Keynote/Prezi, etc.)	
2	4	Included animations in electronic presentation.	
2	5	Included slide transitions in electronic presentation.	
2	6	Presentation delivery was clear with proper eye contact.	
3	7	Described the job description of a specific marketing career.	
3	8	Described the salary range of a specific marketing career.	
3	9	Described the requirements to obtain a specific marketing career.	
3	10	Described how student feels about the specific marketing career.	

_____ out of 10 **TOTAL SCORE:** _____ %

Comments/ notes: _____
