

Assessment Artifact Secondary Marketing

Course: CTMK070 Marketing III. **SLO:** Recognize the advantages and disadvantages of entrepreneurship as a career.

Method: Students will create a Google Slides presentation on the advantages and disadvantages of entrepreneurship as a career.

Criteria	1	2	3	4	Score
Advantages Provided.	Did not provide any advantages of entrepreneurship as a career.	Provided 1 advantage of entrepreneurship as a career.	Provided 2 advantages of entrepreneurship as a career.	Provided 3 advantages of entrepreneurship as a career.	
Disadvantages provided.	Did not provide any disadvantages of entrepreneurship as a career.	Provided 1 disadvantage of entrepreneurship as a career.	Provided 2 disadvantages of entrepreneurship as a career.	Provided 3 disadvantages of entrepreneurship as a career.	
Explanation of advantages.	Did not explain any of the advantages.	Explained 1 of the advantages.	Explained 2 of the advantages.	Explained 3 of the advantages.	
Explanation of disadvantages.	Did not explain any of the disadvantages.	Explained 1 of the disadvantages.	Explained 2 of the disadvantages.	Explained 3 of the disadvantages.	
Google Slides	Created a Google slides presentation with 0 of the following: 1. Title Page 2. Background Theme 3. Appropriate graphics/image 4. Each slide is attractive/ uncluttered 5. Animations	Created a Google slides presentation with 1-2 of the following: 1. Title Page 2. Background Theme 3. Appropriate graphics/image 4. Each slide is attractive/	Created a Google slides presentation with 3-4 of the following: 1. Title Page 2. Background Theme 3. Appropriate graphics/image 4. Each slide is attractive/	Created a Google slides presentation with 5-6 of the following: 1. Title Page 2. Background Theme 3. Appropriate graphics/image 4. Each slide is attractive/	

	6. Slide Transitions	uncluttered 5. Animations 6. Slide Transitions	uncluttered 5. Animations 6. Slide Transitions	uncluttered 5. Animations 6. Slide Transitions	
Delivery	Presentation delivery included 0 of the following: 1. Maintained eye contact. 2. Clear voice projection. 3. Displayed confidence.	Presentation delivery included 1 of the following: 1. Maintained eye contact. 2. Clear voice projection. 3. Displayed confidence.	Presentation delivery included 2 of the following: 1. Maintained eye contact. 2. Clear voice projection. 3. Displayed confidence.	Presentation delivery included 3 of the following: 1. Maintained eye contact. 2. Clear voice projection. 3. Displayed confidence.	
Total Score out of 24					
Survey for Students:	1	2	3	4	Student Rating
Computer hardware Availability	There is not enough computer hardware available in the Marketing classroom to use to complete this project, all students have to use computers outside the classroom.	There is enough computer hardware available in the Marketing classroom for some of the students to use to complete this project, some students have to use computers outside the classroom.	There is enough computer hardware available in the Marketing classroom for most of the students to use to complete this project, only a few have to use computers outside of the classroom.	There is enough computer hardware available in the Marketing classroom for everyone to use to complete this project.	

Computer software	The computer software in the Marketing class is obsolete.	The computer software in the Marketing classroom is somewhat outdated.	The computer software available in the Marketing classroom is somewhat up-to-date.	The computer software available in the Marketing classroom is the most up-to-date.	
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