

ASSESSMENT POST-SECONDARY MARKETING PROGRAM PRACTICUM EMPLOYER EVALUATION

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

Tool/Method: Upon completion student's practicum hours, employer will evaluate student's job performance.

Criteria: 85% of the students will average a score of 3 or better in each of the skills listed and earn a 90% or better for their overall percentage grade.

Student #: _____

Date: _____

EMPLOYER'S EVALUATION OF STUDENT'S ON-THE-JOB TRAINING:
(Your input enables us to provide better instruction and counseling for the student.)

Please rate the following factors as:

(0) Not Applicable (1) Poor (2) Fair (3) Average (4) Good (5) Excellent

PERSONAL APPEARANCE	0 1 2 3 4 5	POSITIVE ATTITUDE & ENTHUSIASM	0 1 2 3 4 5
COURTESY & RESPECTFUL	0 1 2 3 4 5	COMMUNICATIONS	0 1 2 3 4 5
FOLLOWS INSTRUCTIONS	0 1 2 3 4 5	INITIATIVE	0 1 2 3 4 5
JOB QUALITY & ACCURACY	0 1 2 3 4 5	PRODUCTIVITY	0 1 2 3 4 5
DEPENDABILITY	0 1 2 3 4 5	TIME MANAGEMENT/ATTENDANCE	0 1 2 3 4 5

UNEXCUSED ABSENCE: _____ **EXCUSED** ABSENCE: _____ TIMES LATE TO WORK: _____

Student's Strengths: _____

Student's Areas for Improvement: _____

☐ **Overall percentage grade you award this student is _____%**

90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D; 59% & below = F