

## Marketing Research Proposal Evaluation Form

<b>Student(s):</b>	<b>Date: SPRING 2021</b>			
<b>Marketing Research Writing on Topic</b>	<b>20 Excellent</b>	<b>15 Good</b>	<b>10 Fair</b>	<b>5 Poor</b>
<p>(20) All components of the marketing research proposal were addressed in writing. It was explained in specific detail giving a thorough analysis. The topic breaks new ground or contributes to knowledge in a focused, specific area.</p> <p>(15) All components of the marketing research proposal were addressed in writing, but some aspects needed further description. Student(s) posed a focused question involving them in challenging research.</p> <p>(10) Most of the marketing research proposal's components were in writing; the missing elements diminished the proposal's effectiveness. Student(s) constructed a question that leads itself to readily available answers.</p> <p>(5) Many of the marketing research proposal's components lacked sufficient detail to take action or were missing altogether. Student relied on teacher-generated questions or developed a question requiring little creative thought.</p>				
<b>Comments:</b>				
<b>Marketing Research Thinking/ Inquiry: Critical thinking skills in developing a new product or concept</b>	<b>15 Excellent</b>	<b>10 Good</b>	<b>5 Fair</b>	<b>3 Poor</b>
<p>(15) Student(s) used critical and creative thinking skills with a high degree of effectiveness, including appropriate licensed databases.</p> <p>(10) Student(s) used critical thinking skills with considerable effectiveness.</p> <p>(5) Student(s) used critical thinking skills with moderate effectiveness.</p> <p>(3) Student(s) used critical and creative thinking skills with limited effectiveness.</p>				
<b>Comments:</b>				
<b>Marketing Research Problem Defined:</b>	<b>10 Excellent</b>	<b>7 Good</b>	<b>5 Fair</b>	<b>2 Poor</b>
<p>(10) The marketing research proposal's marketing problem clearly and concisely described the focus of the research.</p> <p>(7) The marketing research proposal's marketing problem described the focus of the research well, but some clarification was required.</p> <p>(5) The marketing research proposal's marketing problem was difficult to follow/understand.</p> <p>(2) The marketing research proposal's marketing problem was incomplete or missing altogether.</p>				
<b>Comments:</b>				
<b>Communication: use of visual supports (product prototype, packaging, presentation of material).</b>	<b>10 Excellent</b>	<b>7 Good</b>	<b>5 Fair</b>	<b>2 Poor</b>
<p>(10) Student(s) used visual supports with a high degree of effectiveness.</p> <p>(7) Student(s) used visual supports with considerable effectiveness.</p> <p>(5) Student(s) used visual supports with some sense of effectiveness.</p> <p>(3) Student(s) used visual supports with limited effectiveness.</p>				
<b>Comments:</b>				

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<b>Student:</b>	<b>Date: SPRING 2021</b>			
<b>Documentation of Sources:</b>	<b>10 Excellent</b>	<b>7 Good</b>	<b>5 Fair</b>	<b>2 Poor</b>
(10) Student(s) documented all sources from conception of initial research, utilizing Learning Management System (LMS) i.e. Blackboard, Google Docs, etc. provided evidence.				
(7) Student(s) documented considerate amount of sources utilizing Blackboard, Google Docs, etc. provided some evidence.				
(5) Student(s) documented fairly utilizing Blackboard, Google Docs, etc. provided some evidence.				
(2) Student(s) documented little to no sources utilizing Blackboard, Google Docs, etc. provided limited evidence. No proof of conception of work.				
<b>Comments:</b>				
<b>Application of Marketing Concepts in the Marketing Plan/ Presentation(i.e. 4 P's Marketing Research, SWOT Analysis, etc)</b>	<b>15 Excellent</b>	<b>10 Good</b>	<b>5 Fair</b>	<b>3 Poor</b>
(15) Student(s) used marketing concepts in the Marketing Plan with a high degree of effectiveness.				
(8) Student(s) used marketing concepts in the Marketing Plan with considerable effectiveness.				
(5) Student(s) used marketing concepts in the Marketing Plan with moderate effectiveness.				
(3) Student(s) used marketing concepts in the Marketing Plan with limited effectiveness.				
<b>Comments:</b>				
<b>Timely Submission:</b>	<b>10 Excellent</b>	<b>7 Good</b>	<b>5 Fair</b>	<b>3 Poor</b>
Student adhered to time schedule and handed in a complete product on time.				
<b>Comments:</b>				
<b>Formatting/Proofreading:</b>	<b>10 Excellent</b>	<b>7 Good</b>	<b>5 Fair</b>	<b>3 Poor</b>
Student used the recommended outline and adhered to instructional information.				
Student proofread document, which contained little or no grammatical and/or spelling errors.				
<b>Comments:</b>				
<b>Grade:</b>				