

**Business: Summary Assessment Spreadsheet**

Code	Assessment Criteria	2016-17	2017-18
O1-1	Ability to present to an audience using good voice projection and natural body language	2.88	2.75
O1-2	Ability to present to an audience maintaining eye contact and audience engagement	2.94	2.38
O1-3	Ability to present to an audience without relying on notes or overly relying on other visual aids	2.94	2.63
O1-4	Ability to use audience time effectively during a presentation and interact in a discussion or Q&A	2.50	2.69
O1-5	Ability to develop presentation materials that are appropriate to the assignment and provide the right level of detail	2.50	2.88
O1-6	Ability to develop written reports that employ professional document standards	2.20	1.75
O1-7	Ability to use proper spelling, grammar, and mechanics in written reports and presentation materials	2.33	1.89
O1-8	Ability to dress professionally when giving a presentation	2.25	2.38
O1-9	Student understands marketing terminology and vocabulary	1.13	1.29
O1-10	Ability to develop written reports that employ professional document standards - cover pages, executive summary, ToC	1.75	2.63
O2-1	Demonstrated ability to conduct thorough market research	2.13	2.50
O2-2	Demonstrated ability to conduct competitive analysis	2.25	2.00
O2-3	Ability to apply marketing concepts by performing market segmentation	2.75	2.25
O2-4	Ability to effectively evaluate the research, competitive analysis, and market segmentation elements of a marketing plan	1.91	2.38
O2-5	Ability to apply marketing concepts by identifying a target market	2.75	2.25
O3-1	Ability to identify differences inherent in global markets	N/A	2.17
O3-2	Demonstrates awareness of culture and its impact on marketing messages and approaches	N/A	2.17
O3-3	Shows understanding of international and national laws as they impact both marketing programs and intellectual property	N/A	2.00
O4-1	Ability to establish an effective team work schedule	2.25	1.75
O4-2	Ability to establish an effective team communication plan	2.83	2.25
O4-3	Ability to establish team norms and roles, manage conflict, and effectively manage time	3.00	1.50
O4-4	Ability to make a presentation with a team	2.75	2.88
O5-1	Ability to develop and articulate a marketing strategy – promotion plan	2.00	2.00
O5-2	Student is able to develop and use criteria to make marketing decisions	2.00	2.25
O5-3	Ability to provide recommendations to improve a marketing plan	2.25	2.25
O5-4	Ability to effectively evaluate the elements of a marketing plan - objectives	1.75	2.17
O5-5	Ability to develop and articulate a marketing strategy – launch plan	1.75	2.50
O6-1	Ability to use tables, illustrations, and graphs in written reports	1.50	2.06
O6-2	Ability to develop illustrations that are easy to understand and inform an audience	2.42	2.25
O6-3	Ability to develop presentation materials that employ professional document standards	2.75	2.63
O6-4	Ability to use tables, illustrations, graphs, and images in presentation materials	2.81	2.75
O6-5	Ability to use technology in a presentation	3.00	2.94
O6-6	Ability to use Excel to analyze and communicate marketing information	N/A	2.14
O6-7	Students use appropriate technology to document project tasks, deadlines, and delegation	N/A	N/A
O7-1	Ability to professionally document sources	1.00	2.38
O7-2	Student is able to identify legal issues in the context of marketing	N/A	1.64
O7-3	Student is able to identify ethical issues in the context of marketing	N/A	1.92
Level 1=Emerging Level 2=Developing Level 3=Well Developed N/A=Not Assessed			
Color Coding: Green=Above 2.5 Yellow=1.5-2.4 Red=Below 1.5			