

**AAS-Mktg Outcome 6: Utilize computer applications for appropriate marketing analysis, presentations, and reports.**

|   | <b>0</b>  | <b>1</b>   | <b>2</b>   | <b>3</b>   |
|---|---|--|--|--|
| Ability to use tables, illustrations, and graphs in written reports<br><b>O6-1</b>  | Reports do not include tables, illustrations, and graphs                          | Reports include tables, illustrations, and graphs that are readable, inserted with appropriate text wrapping, titles, captions, and sizing with multiple issues              | Reports include tables, illustrations, and graphs that are readable, inserted with appropriate text wrapping, titles, captions, and sizing with some inconsistency.  | Reports include tables, illustrations, and graphs that are readable, inserted with appropriate text wrapping, titles, captions, and sizing.                                    |
| Ability to develop illustrations that are easy to understand and inform an audience in either written or verbal communication settings<br><b>O6-2</b> | Reports and presentations do not use tables, graphs, and illustrations.           | Incorrect selection of table, graph, or illustration for the data or information presented. Illustration does not enhance audience understanding                             | Inconsistent selection of table, graphs, or illustration or illustrations inconsistently enhance audience understanding  | Correct selection of table, graph, or illustration for the data or information presented. Illustration enhances audience understanding   |
| Ability to develop presentation materials that employ professional document standards<br><b>O6-3</b>  | Unable to develop presentation materials  | Significant issues developing presentation materials using slide templates and/or slides with common look and feel, fonts are consistent, slides are readable                | Inconsistent ability to develop presentation materials using slide templates and/or slides with common look and feel, fonts are consistent, slides are readable  | Ability to develop presentation materials using slide templates and/or slides with common look and feel, fonts are consistent, slides are readable                             |
| Ability to use tables, illustrations, graphs, and images in presentation materials<br><b>O6-4</b>   | Unable to use tables, illustrations, graphs, and images in presentation materials | Presentations include tables, illustrations, images, and graphs that are readable, professionally. Presentation misses opportunities to use tables, illustrations and graphs | Presentations have consistency issues with the inclusion of tables, illustrations, images, and graphs that are readable, professionally. Presentation uses all opportunities to use tables, illustrations and graphs | Presentations include tables, illustrations, images, and graphs that are readable, professionally. Presentation uses all opportunities to use tables, illustrations and graphs |

|  | <b>0</b>   | <b>1</b>   | <b>2</b>   | <b>3</b>   |
|--|--|--|--|--|
| <p>Ability to use technology in a presentation<br/><b>O6-5</b></p>                                   | <p>Unable to use technology while presenting</p>   | <p>Significant issues with visibility of visual aids, presentation of visual aids in the room and to the audience, the flow of the visual aids in the presentation, or with natural interaction with the visual aids as they present</p> | <p>Some inconsistency in visibility of visual aids, presentation of visual aids in the room and to the audience, the flow of the visual aids in the presentation, or with natural interaction with the visual aids as they present</p> | <p>Visual aids are visible and take the room size and audience into consideration. Visual aids match the flow of the presentation. Presenters interact naturally with the visual aid and are aware of them as they present</p> |
| <p>Student is able to use Excel to analyze and communicate marketing information<br/><b>O6-6</b></p> | <p>Student is not able to develop a spreadsheet the presents clear and complete content while taking advantage of headings, formatting, and formulas</p> | <p>Student has significant issues developing a spreadsheet the presents clear and complete content while taking advantage of headings, formatting, and formulas</p>  | <p>Student demonstrates some inconsistency in developing a spreadsheet the presents clear and complete content while taking advantage of headings, formatting, and formulas</p>  | <p>Student is able to develop a spreadsheet the presents clear and complete content while taking advantage of headings, formatting, and formulas</p>   |