

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

	<b>0</b>	<b>1</b>	<b>3</b>	<b>4</b>
Ability to develop written reports that employ professional document standards	Reports do not use bulleted lists, headings, page numbers, consistent fonts and layout, and whitespace. Reports missing cover pages, executive summary, or table of contents when needed	Reports have multiple issues with bulleted lists, headings, page numbers, consistent fonts and layout, and whitespace. Reports missing either a cover page, executive summary or a table of contents when needed	Reports demonstrate professional use of bulleted lists, headings, page numbers, consistent fonts and layout, and whitespace with some inconsistency. Reports include a cover page, executive summary, and a table of contents when necessary	Reports demonstrate professional use of bulleted lists, headings, page numbers, consistent fonts and layout, and whitespace. Reports include a cover page, executive summary, and table of contents when necessary
Ability to use tables, illustrations, and graphs in written reports	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	Reports and presentations do not use tables, graphs, and illustrations.	Does not use all opportunities to use tables, illustrations and graphs. Correct selection of table, graph, or illustration for the data or information presented. Illustration enhances audience understanding	Uses all opportunities to use tables, illustrations, and graphs. Inconsistent selection of table, graphs, or illustration or illustrations inconsistently enhance audience understanding	Uses all opportunities to use tables, illustrations and graphs. 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	Unable to develop presentation materials	Multiple issues with presentation content, level of detail on slideware, and the use of slide templates	Presentation content is appropriate to the assignment, slideware demonstrates the appropriate level of detail, slide templates were used with some inconsistencies	Ability to develop presentation content appropriate to the assignment, slideware demonstrates the appropriate level of detail, slide templates were used

	<b>0</b>	<b>1</b>	<b>3</b>	<b>4</b>
Ability to use tables, illustrations, graphs, and images in presentation materials	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
Ability to use technology in a presentation	Unable to use technology while presenting	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	Some in consistency 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	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
Ability to use proper spelling, grammar, and mechanics in written reports and presentation materials	Significant errors in spelling, grammar, and mechanics in presentations and written reports	Patterns of errors in spelling, grammar, and mechanics in presentations and written reports	Few errors in spelling, grammar, and mechanics in presentations and written reports	Use of accurate spelling, grammar, and mechanics in presentations and written reports