**Market Research Project Rubrics**

**Name:**

|  |  |  |
| --- | --- | --- |
| **Slide #1** | Company Name, Logo, Group Names | **/3** |
| **Slide #2** | Define the Objective | **/2** |
| **Slide #3** | What Marketing Research tool did you use? ***(Online Survey)***  In our current situation, how is this type of Marketing Research Tool useful? Which tool would be better? Why? | **/3** |
| **Slide #4** | The Survey: Add a link to your google slide (Screen Shot) | **/1** |
| **Slide #5** | Where did you post your survey? Why/how was this effective? | **/1** |
| **Slide #6-7** | How many people responded to your survey? Did you find any flawed data?  Final solution to your objective/problem. Other interesting results. | **/3** |
| **Slide #8+** | Include graphs and explain your results. | **/3** |
|  | Slideshow Standards (Design, punctuation/capitalization, visuals, writing) | **/2** |
|  | Google Form (-0.5 deduction per error | min score 3) | **/5** |
|  | **Group Total** | **/23** |

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| --- | --- | --- | --- | --- | --- |
| **Name:** | Level 4 | Level 3 | Level 2 | Level 1 | **TOTAL** |
|  | Professional, stayed on task, speaks clearly. | Stayed on task, speaks clearly with few errors. | Off topic, unclear, with few errors. | Unprofessional, off topic with many errors. | **/27** |
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