Project Evaluation Rubric – Group project Consumer Choices

Attending students

Evaluation criteria	Excellent - 3	Very Good – 2	Good – 1	Poor 0.5
1. **Selection of the target market**	The methodology used to segment and evaluate the target markets is clear and correct	The segmentation process that is used is partially correct, but the target markets are clear	No basis is used to segment and evaluate the market, but the target markets are clear	No basis is used to segment and evaluate the market and the target markets are unclear
2. **Marketing strategy: Conditions: first: the target market, second: positioning, third: product differentiation and fourth: brand strategy and elements**	The statement covers all the conditions needed	The statements` covers 3 conditions	The statement covers 2 conditions	The statement covers only 1 condition
3. **Overall steps for the consumer decision process and customer journey**	The analysis highlights all the steps in detail of the customer journey process with real examples from the product chosen. Specifically, the analysis covered the pre-purchase, purchase and post-purchase behavior and choices customer are doing.	All the points are discussed very well except one of the points that was missed or 2 points were weak	All points were discussed well except two points that were missed or the 4 points were weak	Three point or more were missed or all the steps were weak
4. **Perception**	All three factors of perception were analyzed and examples were given for each	The application of the perception process if weak in more than one factor and its application on the product through	The application of the perception process is weak in two factors or more and its application on the product through examples is weak	The perception process has been applied and no examples were given

			examples is also weak		
5.	**Learning**	More than 3 learning theories were applied and critically analyzed through examples	3 learning theories were applied	2 learning theories were applied	1 or less learning theory was applied
6.	**Memory**	3 concepts on memory or more were used and critically analyzed through examples	2 concepts memory were applied	One concept on memory was applied	No learning theory related to memory was covered
7.	**Motivation**	3 concepts on motivation theories were used and critically analyzed through examples	2 concepts of motivation were applied	One concept on motivation was applied	No learning theory related to motivation was covered
8.	**Personality**	The brand personality was applied and measured perfectly	All points are discussed perfectly except one point is weak	All points were discussed perfectly except one point is missed or two points were weak	All sections are weak
9.	**Emotion**	Emotion was discussed perfectly	All points are discussed perfectly except one point is weak	All points were discussed perfectly except one point is missed or two points were weak	All sections are weak
10.	**Attitudes**	Attitudes was discussed perfectly	All points are discussed perfectly except one point is weak	All points were discussed perfectly except one point is missed or two points were weak	All sections are weak
11.	**Self-concept and lifestyle**	Self-concept and lifestyle is discussed perfectly	All points are discussed perfectly except one point is weak	All points were discussed perfectly except one point is missed or two points were weak	All sections are weak
12.	**External influences**	3 concepts on of External influences are discussed perfectly	Only 2 concepts of external influences were applied	Only One concept on external influences was applied	No learning theory related to external influences was covered

	Culture, group, income			
13. Recommendations	Clear and precise recommendations were provided about the consumer behavior aspects	Recommendations covering most of the concepts were provided	The recommendations provided are weak and unclear	One or no recommendations were provided
14. Overall Report: Clear (easy to understand), specific (practical), organized (its sections don't overlap), realistic and objective (based on the analysis of the data and information that were collected)	The report covers all the points perfectly The structure and the Language usage is professional	The report covers all the points perfectly except one point that was missed, or two points were weak	The report covers all the points perfectly except two points that were missed, or four points were weak	Three points were not discussed, or all sections of the report are weak
15. Marketing Research	All sections of the report are justified with reliable data	Most of the sections of the report are based on reliable data	Most of the sections of the report are based on unreliable data	All the sections in the report are based on unreliable and data

Total 45 points