**MKT 324**
**Research Project Guidelines**

The purpose of this project is to review and apply the key concepts covered during the course. You will use the marketing research process to solve a marketing problem or prove or disprove a hypothesis. Below is a marketing situation (case) that requires research to assist the marketing manager (Nick Thomas) in his decision making.

As you progress through the term, you will apply the sequential steps of the marketing research process to this particular marketing situation as they are introduced in their particular modules. At term's end, you will incorporate all of the research steps into a final report; you will also submit an audio-narrated presentation of your report. Depending on your computer setup, you may need to purchase appropriate audio recording equipment (e.g., microphone, headset, etc.).

**Situation:** You have just been assigned to work on an ongoing marketing research project associated with the automobile industry. You are working with the Advanced Automobile Concepts division of ZEN Motors. The company is in the process of trying to determine how to make specific changes to overcome a recent decline in company sales. You are going to be tasked with assisting in this process, which will require you to implement and use your recently obtained marketing research skills and knowledge.

You will be completing eight different tasks associated with this project. Each of those tasks is outlined below. By the time you have completed this project, you will have worked through the marketing research process as it is presented in Chapter 3 (p. 48, Figure 3.1). From here, you will be addressing the specific tasks that your immediate supervisor (Nick) requests. It is critical to review Chapter 15 now so you can see the ultimate outcome to this project: the marketing research report. It is also important to realize the following assignments will need to be further developed to complete the final report

Your final project will be a report to Nick Thomas at Zen Motors describing the potential market of the 25- to 34-year-old age group (unless otherwise stated by your professor). While you will be using the provided data in the Data Analyst Data Set, all projects leading up to that, such as questionnaire design, are modified in the individual assignments. For example, in the survey development stage, you will be designing an additional survey for the project.

**Note:**
Each of the research process assignments in Modules 1-7 is worth three (3) percentage points. For additional guidance on writing memos and reports, visit the Purdue OWL website at https://owl.english.purdue.edu/owl/section/4/16/.

**Module 1–Establishing the Basis**
After reading Chapters 1 and 2, read Case 1.2 Your Integrated Case. This case provides the foundation for the project. Prepare the response as a professional memo to Nick Thomas.

You just received an email from Nick Thomas. Nick has been mulling over the current situation and has asked you to provide him with information in terms of the following:
- Should we move forward with a marketing research project or should we simply base our decision on the information in our MIS and any secondary data we can locate?
- If we are going to move forward with a marketing research project, what type (classification) of research do you recommend we implement and why?
- Based on what you currently know, what is your major concern with moving forward with this project?

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 1**. See the rubric at the end of this document for grading criteria.

**Module 2–Research Process: Steps 1-4**
After reading Chapters 3 and 4, read Case 3.2 Your Integrated Case and Case 4.2 Your Integrated Case. Based upon this information, prepare a 1- to 2-page memo describing for Nick what you are recommending in terms of the first four steps of the Marketing Research Process. You will need to address the need for the research, define the problem to be addressed in the project, establish the research objectives, and determine the research design. In the research design, you should address the type of research design or designs you are recommending be implemented. This section should also address any possible qualitative research that might be used in the project. Make sure your design incorporates issues related to the assigned age group.

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 2**. See the rubric at the end of this document for grading criteria.

**Module 3–Research Process: Steps 5 and 6**
After reading Chapters 5 and 6, read Case 5.2 Your Integrated Case and Case 6.2 Your Integrated Case. Based upon this information, prepare a 1- to 2-page memo addressing the following:
  • Discuss your approach to secondary data usage for the research project. Then identify at least two articles that would be beneficial for Nick to read. Provide information from the articles to show how the information would be beneficial.
  • Using American Fact Finder information (see page 118 in your text), provide three different pieces of information that you would incorporate into this project. State your rationale for including this information in your project.
  • After reviewing the current survey and approach used, analyze the current approach to the data collection process and then provide any suggestions you might have to improve the mode implemented and any recommendations in terms of the type of survey you would use.

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 3**. See the rubric at the end of this document for grading criteria.

**Module 4–Research Process: Step 7**
After reading Chapters 7 and 8, read Case 7.2 Your Integrated Case and Case 8.2 Your Integrated Case, Nick has requested you prepare a questionnaire with a maximum of 20 questions that addresses an aspect not incorporated in the original questionnaire: social media habits. You need to provide Nick a copy of the survey and a 1- to 2-page memo describing your approach and decisions in terms of the questionnaire and its construction.

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 4**. See the rubric at the end of this document for grading criteria.

**Module 5–Research Process: Step 8**
After reading Chapters 9 and 10, using the information from all of the Case Components to this point, write a paragraph that describes the sampling technique and size for the original survey project. Then, write up the approach you will use when implementing the survey you created in Module 4 assignment. Explain the importance of this approach in terms of further use and interpretation of the data. The total length of this memo should be between 1 and 2 pages.

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 5**. See the rubric at the end of this document for grading criteria.

**Module 6–Research Process: Steps 9 and 10**
After reading Chapters 11 and 12, read Case 11.2 Your Integrated Case and Case 12.2 Your Integrated Case. Using the AAConcepts data set provided in the XL Data Analysis component of this text, respond to the following and prepare a memo providing Nick with the results.

- Looking specifically at the 25- to 34-year old age group (or specific age group assigned by your professor) respondents, describe this group in terms of income, gender, and marital status.
- What is the automobile ownership profile of this group?
- What type of hybrid automobile is the most attractive and least attractive to the respondents in this age group in terms of likelihood to buy over the next three years?

Looking at the information in Case 12.2, test the hypothesis statements for the 25- to 34-year old age group (or specific age group assigned by your professor).

- There is a 15% probability of this age group buying a very small (1 seat) hybrid auto model within 3 years.
- There is a 15% probability of this age group buying a small (2 seat) hybrid auto model within 3 years.
- There is a 25% probability of this age group buying a standard size hybrid auto model within 3 years.
- There is a 25% probability of this age group buying a standard size synthetic fuel auto model within 3 years.
- There is a 30% probability of this age group buying a standard size electric auto model within 3 years.

Report your findings. Write this up in a report that is a maximum of 3 pages, which does not include any graphics included as an appendix to the report.

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 6**. See the rubric at the end of this document for grading criteria.

**Module 7–Final Data Analysis**
After reading Chapters 13 and 14, respond to the following questions in terms of the Zen Motors Research Project:

- Identify the specific media to be used to reach the 25- to 34-year old age group (or specific age group assigned by your professor).
- Describe the lifestyle and discuss the implications this will have on the promotional message for this group.
- Perform the proper analysis to determine the salient demographic (other than age), belief, and/or attitude factors that are related to the preferred hybrid model of this age group. Only identify and interpret the independent variables that are significant at the 95% confidence level. Interpret the level of predictability of the model you develop in this step.

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 7**. See the rubric at the end of this document for grading criteria.

**Module 8–Research Project Final Report and Presentation**
It is now time to construct your final research report. An outline and description of this report is located in Chapter 15 of your text. Not all aspects presented in Chapter 15 may be necessary in your report. You will need to determine the appropriate components to be included. In this final report, you are to inform Zen Motors the likelihood that the 25 to 34 year old age group (or specific age group assigned by your professor) will purchase one of their vehicles, which one, and the best promotional approach to reach them.

The main body of your report, excluding title page, table of contents, reference page, and appendices, is not to exceed 10 double-spaced (one-inch margin, 12-point Times New Roman font) pages.

Submit the Research Project Report to the Dropbox **no later than Thursday 11:59 PM EST/EDT of Module 8**. (This Dropbox basket is linked to Turnitin.)

You will also submit an audio-narrated presentation of your report. Your presentation should be designed as if you were presenting your report to Zen Motors marketing executives, only you will not be physically present to give your presentation. This way, Zen Motors can hear and see your presentation, but not see you.

Your presentation **must be 10-12 minutes long** and include slides containing information appropriate for this type of presentation. Examples include:
- Text
- Charts
- Graphs
- Tables
- Images
- Other visuals appropriate for a professional presentation

**Do not use Clip Art or similar visuals; this is a professional presentation**; slides must not be covered with paragraphs of writing. Include only short phrases (bullets) and visuals. You should explain the content of each slide with your voice rather than with writing; *you would not read your report or slides to Zen Motors*. Do not simply read from your notes when recording your presentation. Your words should flow smoothly as though you are speaking to an audience rather than reading mechanically from your notes. Try to be animated when you speak rather than speaking in a monotone. Try to engage your listeners and keep them interested in what you have to say. Avoid using terms/phrases such as "you know" "um," uh," "like," etc.

You will need to record and embed a narrative for each of your slides; i.e., say what you would say if you were presenting in front of Zen Motors executives; be enthusiastic and confident. As such, you will need to attach a microphone/headset with microphone to your computer to record the audio. Prices will vary, but an inexpensive headset with microphone will work fine.

Instructions for how to record and add audio narrations to your presentation can be found by using the PowerPoint help feature. These links may also help you as you create your audio PowerPoint with appropriate timing:

Tips for adding sound and video to PowerPoint 2007 presentations
Record and add narration and timings to a slide show (for PowerPoint 2010)
Add audio to your slide show (for PowerPoint 2013)

Note that you will not be able to edit your audio if you choose to record the audio from within PowerPoint, so if you need to correct any mistakes, you will just need to rerecord that audio for that particular slide.

If you wish to record and edit your audio prior to adding it to your PowerPoint presentation, you will need recording/editing software. There are many free audio recording/editing software packages available on the Internet. Just search for, select, and download the one you want to use and follow the instructions for recording/editing audio. Instructions for adding externally recorded audio files to your slideshow can be found by clicking the PowerPoint help feature and entering "Add audio to your slide show" in the search box.

Your presentation will be graded on: content, coherence and organization, creativity, material use, and time length. See the rubric at the end of this document for detailed grading criteria.

Submit the Research Project Presentation to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 8**.

**Rubric: Module 1–Establishing the Basis (20 points possible)**

| | | | | |
|---|---|---|---|---|
| **Content Component**<br><br>The marketing research proposal's problem and focus of the research<br>(10 points) | ❑ The marketing research proposal's marketing problem clearly and concisely described the focus of the research.<br><br>9-10 points | ❑ The marketing research proposal's marketing problem described the focus of the research well, but some clarification was required.<br><br>8-8.9 points | ❑ The marketing research proposal's marketing problem was difficult to follow/understand.<br><br>7-7.9 points | ❑ The marketing research proposal's marketing problem was incomplete or missing altogether.<br><br>0-6.9 points |
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others<br>(10 points) | ❑ Information was clear and easy to understand.<br><br>4.5-5 points | ❑ Information was clear with only a few items being difficult to understand.<br><br>4-4.4 points | ❑ Information was not clear and took much effort to understand.<br><br>3.5-3.9 points | ❑ Information was too vague to understand.<br><br>0-3.4 points |
| | ❑ Completed marketing research proposal was neat, grammatically correct, and error-free.<br><br>4.5-5 points | ❑ Completed marketing research proposal was neat but contained minor errors.<br><br>4-4.4 points | ❑ Completed marketing research proposal contained spelling and grammatical errors that were distracting.<br><br>3.5-3.9 points | ❑ Completed marketing research proposal was messy, with many errors in spelling and grammar.<br><br>0-3.4 points |

**Total score: _____ / 20**

**Instructor comments**:

**Rubric: Module 2–Research Process: Steps 1-4 (30 points possible)**

| Content Component Research objectives, project goals, and research design (20 points) | ❏ Research objectives were clearly identified and appropriately described the research project goals. 9-10 points | ❏ Research objectives were identified and appropriately described the research project goals for the most part, but some clarification was necessary. 8-8.9 points | ❏ The research objectives were difficult to follow/understand. 7-7.9 points | ❏ The research objectives were not attainable or missing. 0-6.9 points |
|---|---|---|---|---|
| | ❏ The selected research design was clearly stated, explained, and appropriate for the research project. 9-10 points | ❏ The selected research design was clearly stated, somewhat explained, and appropriate for the research project, but some further explanation was needed. 8-8.9 points | ❏ The selected research design was stated and appropriate for the research project, but no explanation of the design was provided. 7-7.9 points | ❏ The selected research design was inappropriate for the project or missing altogether. 0-6.9 points |
| **Communication Skills** The ability to express oneself so as to be understood by others (10 points) | ❏ Information was clear and easy to understand. 4.5-5 points | ❏ Information was clear with only a few items being difficult to understand. 4-4.4 points | ❏ Information was not clear and took much effort to understand. 3.5-3.9 points | ❏ Information was too vague to understand. 0-3.4 points |
| | ❏ Completed marketing research content component was neat, grammatically correct, and error-free. 4.5-5 points | ❏ Completed marketing research content component was neat but contained minor errors. 4-4.4 points | ❏ Completed marketing research content component contained spelling and grammatical errors that were distracting. 3.5-3.9 points | ❏ Completed marketing research content component was messy, with many errors in spelling and grammar. 0-3.4 points |

**Total score: _____ / 30**

**Instructor comments**:

**Rubric: Module 3–Research Process: Steps 5 and 6 (20 points possible)**

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|---|---|---|---|---|
| **Content Component**<br><br>Data collection methods<br>(10 points) | ❑ Data collection method(s) was/were clearly identified, explained in detail, and appropriate for the research project.<br><br>9-10 points | ❑ Data collection method(s) was/were clearly identified, somewhat explained, and appropriate for the research project, but further detail was required.<br><br>8-8.9 points | ❑ Data collection method(s) was/were identified and appropriate for the research project, but no explanation was provided.<br><br>7-7.9 points | ❑ Data collection method(s) was/were inappropriate or missing.<br><br>0-6.9 points |
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others<br>(10 points) | ❑ Information was clear and easy to understand.<br><br>4.5-5 points | ❑ Information was clear with only a few items being difficult to understand.<br><br>4-4.4 points | ❑ Information was not clear and took much effort to understand.<br><br>3.5-3.9 points | ❑ Information was too vague to understand.<br><br>0-3.4 points |
| | ❑ Completed marketing research content component was neat, grammatically correct, and error-free.<br><br>4.5-5 points | ❑ Completed marketing research content component was neat but contained minor errors.<br><br>4-4.4 points | ❑ Completed marketing research content component contained spelling and grammatical errors that were distracting.<br><br>3.5-3.9 points | ❑ Completed marketing research content component was messy, with many errors in spelling and grammar.<br><br>0-3.4 points |

**Total score: _____ / 20**

**Instructor comments**:

**Rubric: Module 4–Research Process: Step 7 (20 points possible)**

| | | | | |
|---|---|---|---|---|
| **Content Component**<br><br>Data collection instrument design (10 points) | ❑ Data collection instrument(s) was/were correctly designed, in appropriate flow, and appropriate for the research project.<br><br>9-10 points | ❑ Data collection instrument(s) was/were mostly designed correctly, with minor flow issues, and appropriate for the research project.<br><br>8-8.9 points | ❑ Data collection instrument(s) contained several design issues, flow issues, was/were somewhat appropriate for the research project, but was/were lacking.<br><br>7-7.9 points | ❑ Data collection instrument(s) was/were inappropriate or missing.<br><br>0-6.9 points |
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others (10 points) | ❑ Information was clear and easy to understand.<br><br>4.5-5 points | ❑ Information was clear with only a few items being difficult to understand.<br><br>4-4.4 points | ❑ Information was not clear and took much effort to understand.<br><br>3.5-3.9 points | ❑ Information was too vague to understand.<br><br>0-3.4 points |
| | ❑ Completed marketing research content component was neat, grammatically correct, and error-free.<br><br>4.5-5 points | ❑ Completed marketing research content component was neat but contained minor errors.<br><br>4-4.4 points | ❑ Completed marketing research content component contained spelling and grammatical errors that were distracting.<br><br>3.5-3.9 points | ❑ Completed marketing research content component was messy, with many errors in spelling and grammar.<br><br>0-3.4 points |

**Total score: _____ / 20**

**Instructor comments**:

**Rubric: Module 5–Research Process: Step 8 (20 points possible)**

| | | | | |
|---|---|---|---|---|
| **Content Component**<br><br>Sampling technique(s) and size(s)<br>(10 points) | ❑ Sampling technique(s) was/were appropriate and sample size(s) correctly determined.<br><br>9-10 points | ❑ Sampling technique(s) was/were not clearly described but sample size(s) was/were correctly determined.<br><br>8-8.9 points | ❑ Sampling technique(s) was/were not clearly described and sample size(s) was/were not correctly determined.<br><br>7-7.9 points | ❑ Sampling technique(s) and sample size(s) was/were totally inappropriate or missing.<br><br>0-6.9 points |
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others<br>(10 points) | ❑ Information was clear and easy to understand.<br><br>4.5-5 points | ❑ Information was clear with only a few items being difficult to understand.<br><br>4-4.4 points | ❑ Information was not clear and took much effort to understand.<br><br>3.5-3.9 points | ❑ Information was too vague to understand.<br><br>0-3.4 points |
| | ❑ Completed marketing research content component was neat, grammatically correct, and error-free.<br><br>4.5-5 points | ❑ Completed marketing research content component was neat but contained minor errors.<br><br>4-4.4 points | ❑ Completed marketing research content component contained spelling and grammatical errors that were distracting.<br><br>3.5-3.9 points | ❑ Completed marketing research content component was messy, with many errors in spelling and grammar.<br><br>0-3.4 points |

**Total score: _____ / 20**

**Instructor comments**:

**Rubric: Module 6–Research Process: Steps 9 and 10 (20 points possible)**

| | | | | |
|---|---|---|---|---|
| **Content Component**<br><br>Statistical analysis Component 1 (10 points) | ❑ The appropriate data analysis was implemented and interpreted correctly. Appropriate conclusions were drawn from the results.<br><br>9-10 points | ❑ The appropriate data analysis was implemented and interpreted correctly. However, conclusions drawn from the results were not clear.<br><br>8-8.9 points | ❑ The data analysis implemented was not appropriate but was interpreted correctly. However, conclusions drawn from the results were not clear.<br><br>7-7.9 points | ❑ The data analysis implemented was inappropriate, was not interpreted correctly, and the conclusions drawn from the results were not clear.<br><br>0-6.9 points |
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others (10 points) | ❑ Information was clear and easy to understand.<br><br><br>4.5-5 points | ❑ Information was clear with only a few items being difficult to understand.<br><br>4-4.4 points | ❑ Information was not clear and took much effort to understand.<br><br><br>3.5-3.9 points | ❑ Information was too vague to understand.<br><br><br><br>0-3.4 points |
| | ❑ Completed marketing research content component was neat, grammatically correct, and error-free.<br><br>4.5-5 points | ❑ Completed marketing research content component was neat but contained minor errors.<br><br>4-4.4 points | ❑ Completed marketing research content component contained spelling and grammatical errors that were distracting.<br><br>3.5-3.9 points | ❑ Completed marketing research content component was messy, with many errors in spelling and grammar.<br><br>0-3.4 points |

**Total score: _____ / 20**

**Instructor comments**:

**Rubric: Module 7–Final Data Analysis (20 points possible)**

| Content Component<br><br>Statistical analysis Component 2 (10 points) | ☐ The appropriate data analysis was implemented and interpreted correctly. Appropriate conclusions were drawn from the results.<br><br>9-10 points | ☐ The appropriate data analysis was implemented and interpreted correctly. However, conclusions drawn from the results were not clear.<br><br>8-8.9 points | ☐ The data analysis implemented was not appropriate but was interpreted correctly. However, conclusions drawn from the results were not clear.<br><br>7-7.9 points | ☐ The data analysis implemented was inappropriate, was not interpreted correctly, and the conclusions drawn from the results were not clear.<br><br>0-6.9 points |
|---|---|---|---|---|
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others (10 points) | ☐ Information was clear and easy to understand.<br><br>4.5-5 points | ☐ Information was clear with only a few items being difficult to understand.<br><br>4-4.4 points | ☐ Information was not clear and took much effort to understand.<br><br>3.5-3.9 points | ☐ Information was too vague to understand.<br><br>0-3.4 points |
| | ☐ Completed marketing research content component was neat, grammatically correct, and error-free.<br><br>4.5-5 points | ☐ Completed marketing research content component was neat but contained minor errors.<br><br>4-4.4 points | ☐ Completed marketing research content component contained spelling and grammatical errors that were distracting.<br><br>3.5-3.9 points | ☐ Completed marketing research content component was messy, with many errors in spelling and grammar.<br><br>0-3.4 points |

**Total score: _____ / 20**

**Instructor comments**:

**Rubric: Module 8–Research Project Final Report (100 points possible)**

| Criteria | Professional (9-10 points) | Experienced (8-8.9 points) | Developing (7-7.9 points) | Novice (0-6.9 points) |
|---|---|---|---|---|
| **Content Components**<br><br>The information contained in and communicated by the marketing research project paper<br>(60 points) | ❑ All components of the marketing research proposal were complete and in writing. | ❑ All components of the marketing research proposal were addressed in writing, but some aspects needed further description. | ❑ Most of the marketing research proposal's components were in writing; the missing elements diminished the proposal's effectiveness. | ❑ Many of the marketing research proposal's components lacked sufficient detail to take action or were missing altogether. |
| | ❑ The marketing research proposal's marketing problem clearly and concisely described the focus of the research. | ❑ The marketing research proposal's marketing problem described the focus of the research well, but some clarification was required. | ❑ The marketing research proposal's marketing problem was difficult to follow/understand. | ❑ The marketing research proposal's marketing problem was incomplete or missing altogether. |
| | ❑ Research objectives were clearly identified and appropriately described the research project goals. | ❑ Research objectives were identified and appropriately described the research project goals for the most part, but some clarification was necessary. | ❑ The research objectives were difficult to follow/understand. | ❑ The research objectives were not attainable or missing. |
| | ❑ The selected research design was clearly stated, explained, and appropriate for the research project. | ❑ The selected research design was clearly stated, somewhat explained, and appropriate for the research project, but some further explanation was needed. | ❑ The selected research design was stated and appropriate for the research project, but no explanation of the design was provided. | ❑ The selected research design was inappropriate for the project or missing altogether. |
| | ❑ Data collection method(s) was/were clearly identified, explained in detail, and appropriate for the research project. | ❑ Data collection method(s) was/were clearly identified, somewhat explained, and appropriate for the research project, but further detail was required. | ❑ Data collection method(s) was/were identified and appropriate for the research project, but no explanation was provided. | ❑ Data collection method(s) was/were inappropriate or missing. |

| Criteria | Professional (9-10 points) | Experienced (8-8.9 points) | Developing (7-7.9 points) | Novice (0-6.9 points) |
|---|---|---|---|---|
| | ❑ The appropriate data analysis was implemented and interpreted correctly. Appropriate conclusions were drawn from the results. | ❑ The appropriate data analysis was implemented and interpreted correctly. However, conclusions drawn from the results were not clear. | ❑ The data analysis implemented was not appropriate but was interpreted correctly. However, conclusions drawn from the results were not clear. | ❑ The data analysis implemented was inappropriate, was not interpreted correctly, and the conclusions drawn from the results were not clear. |
| **Communication Skills**<br><br>The ability to express oneself so as to be understood by others<br>(20 points) | ❑ Information was clear and easy to understand. | ❑ Information was clear with only a few items being difficult to understand. | ❑ Information was not clear and took much effort to understand. | ❑ Information was too vague to understand. |
| | ❑ Completed marketing research proposal was neat, grammatically correct, and error-free. | ❑ Completed marketing research proposal was neat but contained minor errors. | ❑ Completed marketing research proposal contained spelling and grammatical errors that were distracting. | ❑ Completed marketing research proposal was messy, with many errors in spelling and grammar. |
| **Organization**<br><br>The way in which the information is put together<br>(20 points) | ❑ Marketing research project report components were clearly identified. | ❑ Marketing research project report components were identified but not always clearly. | ❑ Marketing research project report components were identified, but not clearly. | ❑ Marketing research project report components were not identified at all. |
| | ❑ Information presented was logical and easy to follow. | ❑ Information presented was generally logical and easy to follow. | ❑ Information presented was sometimes difficult to follow. | ❑ Information was difficult to follow and illogical. |

**Total score: _____ / 100**

**Instructor comments:**

**Rubric: Module 8–Research Project Presentation (100 points possible)**

| Criteria | Professional (18-20 points) | Experienced (16-17.9 points) | Developing (14-15.9 points) | Novice (0-13.9 points) |
|---|---|---|---|---|
| **Content** (20 points) | ❑ An abundance of material clearly related to the research project; points are clearly made and all evidence supports research project; varied use of materials. | ❑ Sufficient information that relates to the research project; many good points made but there is an uneven balance and little variation. | ❑ There is a great deal of information that is not clearly connected to the research project or materials not addressed but should have been. | ❑ Research project not clear; information included that does not support research project in any way. |
| **Coherence and Organization** (20 points) | ❑ Research project is clearly stated and developed; specific examples are appropriate and clearly develop research project; conclusion is clear; shows control; flows together well; good transitions; succinct but not choppy; well organized. | ❑ Most information presented in logical sequence; generally very well organized but better transitions from idea to idea and medium to medium needed. | ❑ Concept and ideas are loosely connected; lacks clear transitions; flow and organization are choppy. | ❑ Presentation is choppy and disjointed; does not flow; development of research project is vague; no apparent logical order of presentation. |
| **Creativity** (20 points) | ❑ Very original presentation of material; superior variety and blending of materials/media; captures audience's attention. | ❑ Some originality apparent; good variety and blending of materials/media. | ❑ Some variation; material presented with little originality or interpretation. | ❑ Repetitive with little or no variety; insufficient use of multimedia. |
| **Material Use** (20 points) | ❑ Balanced use of presentation materials; use of materials is varied and appropriate. | ❑ Use of materials not as varied and not as well connected to research project. | ❑ Choppy use of materials; lacks smooth transition from one point to another; materials not clearly connected to research project. | ❑ Little or no materials used and/or ineffective use of materials. |

| Criteria | Professional (9-10 points) | Experienced (8-8.9 points) | Developing (7-7.9 points) | Novice (0-6.9 points) |
|---|---|---|---|---|
| **Speaking Skills** (10 points) | ❑ Poised, clear articulation (absent of phrases/terms such as "oh," "um," "like," etc.); proper volume; steady rate; good voice; shows enthusiasm and confidence. | ❑ Clear articulation, but not as polished; phrases/terms such as "oh," "um," "like," etc. are present, but not prevalent. | ❑ Some mumbling; uneven rate; little or no vocal expression; phrases/terms such as "oh," "um," "like," etc. are present and prevalent. | ❑ Inaudible or too loud; rate too slow/fast; speaker seemed uninterested and used monotone; phrases/terms such as "oh," "um," "like," etc. are excessive and distracting. |
| **Length of Presentation** (10 points) | ❑ No more than one minute over/under allotted time range. | ❑ No more than two minutes over/under allotted time range. | ❑ Within three minutes over/under allotted time range. | ❑ Four or more minutes over/under time range. |

**Total score: _____ / 100**

**Instructor comments:**