

## Chapter 28 Marketing Research

### Discovery Project Evaluation Rubric

**Directions** Use the Self-Evaluation Guidelines below to assess the content of your Discovery Project. Rate your performance and give yourself a score for each criterion. Then give your answers and this completed Evaluation Rubric to your teacher to evaluate.

#### Self-Evaluation Guidelines

Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)
<ul style="list-style-type: none"> <li>• Includes all of the required content elements</li> <li>• Very well organized</li> <li>• All details provided</li> <li>• Logical conclusions supported by research</li> <li>• Presentation of findings extremely effective and/or appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Includes some of the required content elements</li> <li>• Well organized</li> <li>• Many general details provided</li> <li>• Conclusions somewhat logical and somewhat supported by research</li> <li>• Presentation of findings somewhat effective and/or appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Includes few or none of the required content elements</li> <li>• Disorganized</li> <li>• Few or no details provided</li> <li>• Conclusions illogical and not supported by research</li> <li>• Presentation of findings ineffective and/or inappropriate</li> </ul>

Criteria	Exemplary (10–8 points)	Satisfactory (7–4 points)	Poor (3–0 points)	Student Score	Teacher Score
<b>Content</b>					
Identification of new electronic product					
Analysis of existing products					
Analysis of target market					
Analysis of media used by potential customers					
Explanation of marketing information systems					
Explanation of marketing research methods					
Determination of potential market supported by research					
Synthesis of research, marketing information systems, and marketing research methods					
Collaboration with partner					
Effective presentation of report					
<b>Total</b>					