Mktg 4731 – Report Evaluation Sheet (Consulting)

Group:_____   Semester: _____

	Poor 1	2	3	4	Excellent 5
Background Research (10 pts) • Was thorough and complete • Described all elements relevant to project • Provided sufficient background to understand recommendations					
Method (5 pts) • Demonstrated thought and effort • Was appropriate for analysis (took into account all important factors) • Included details on layout, tracking, observations, etc.					
Basic Observations (10 pts) • Included analysis of target market • Provided appropriate details (conversion rate, interception rate, etc.) • Discussed implications of observations					
Recommendations (25 pts) • Were well justified based on theory • Were thorough and detailed • Included all influence principles • Demonstrated good understanding of CB and shopping behavior (*Why We Buy*) • Were actionable and ethical					
Overall (15 pts) • Was well written (grammar, spelling) • Had a professional appearance • Was appropriately cited & referenced • Was well organized and structured					

Comments: _____

_____

_____

_____

Final Report Grade: _____