Mktg 4731 – Report Evaluation Sheet (Experiment)

Group:_____

Semester: _____

	Poor 1	2	3	4	Excellent 5
Background Research (10 pts) • Was thorough and complete • Was well related to experiment • Flowed well and led to hypotheses • Was appropriately cited & referenced					
Experimental Design (10 pts) • Method and procedure well explained • Was interesting • Had reasonable complexity • Was original and creative					
Results and Analysis (10 pts) • Were appropriate for data • Were well explained • Were thorough and complete					
Discussion & Conclusions (20 pts) • Summarized substantive issues • Completely discussed limitations • Discussed business implications well					
Overall (15 pts) • Was well written (grammar, spelling) • Had a professional appearance • Was well organized and structured					

Comments: _____

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Final Report Grade: _____