**Marketing Manager Lesson Presentation**

Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| CATEGORY | **4 - Exceptional** | **3 - Meets** | **2 - Below** | **1 - Does Not Meet** | **Score** |
| **Advertisement** | Clearly introduces the product and utilizes **more than 3 advertising strategies**.  Includes **information** related to **how the crop used is cultivated**. | Clearly introduces the product and utilizes **3 effective advertising strategies**.  **Includes** information related to **how the crop used is cultivated**. | Clearly introduces the product but utilizes only **1-2 advertising strategies**.  **Missing information** related to **how the crop used is cultivated**. | Unclear and **does not utilize 3 advertising strategies**.  **Missing information** related to **how the crop used is cultivated.** |  |
| **Label** | Uses proper cottage rules and contains all necessary parts. **Includes an extra element on label, such as a slogan or mission statement.**  Information is presented clearly and concisely so that the audience may follow and reasoning for use is understood. | **Uses proper cottage rules and contains all necessary parts**.  Information is **presented clearly and concisely** so that the audience may follow. | **Only uses 1-2 cottage rules**, thus missing necessary parts.  Information is **presented clearly and concisely** so that the audience may follow. | **Does not use proper cottage rules.**  Information is **not clearly presented**. |  |
| **Presentation** | Pitched the product idea in a manner that was clear and logical, allowing for listeners to follow the line of reasoning. **Included audience participation (survey question, handout, etc.)** | **Clearly and logically pitched the product idea** in a manner that allows listeners to follow the line of reasoning. | Pitched the product in a manner that was **unclear at times but was overall logical** for the listeners to follow the line of reasoning. | Pitched the product in a manner that was **unclear and not logical** for listeners to follow the line of reasoning. |  |
| **Marketing Plan Write-Up** | Included **all required information** (company, specialty crop, product, ingredients, advertising strategy) as well as **information regarding cost to produce and profits**.  Written using precise language and conveys information clearly and accurately. | **Includes all required information** (company, specialty crop, product, ingredients, advertising strategy).  Written using **precise language** and conveys information **clearly and accurately**. | **Missing 1 of the required information pieces** (company, specialty crop, product, ingredients, or advertising strategy).  **Could use more concise languag**e to convey information clearly and accurately. | **Missing 2 or more of the required information pieces** (company, specialty crop, product, ingredients, advertising strategy).  **Does not use concise language** and does not convey information clearly and accurately. |  |