**E-Marketing** **Marketing Venn Diagram #3**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY |  | **20** | **10** |  | **5** | **1** |  |  |
|  |  |  |  |  |
|  | **Placement of** |  | All statements of | Most statements |  | Less than half of | Few, if any, |  |  |
|  | **statements** |  | similarity are in | are placed in the |  | the statements | statements are |  |  |
|  | **within diagram** |  | the overlapping | correct places, |  | are placed in the | placed in the |  |  |
|  |  |  | section and | but one |  | correct circles. | correct circles. |  |  |
|  |  |  | differences are in | statement may |  |  |  |  |  |
|  |  |  | the appropriate | be misplaced. |  |  |  |  |  |
|  |  |  | outer circles. |  |  |  |  |  |  |
|  | **Number of** |  | Student made | Student made |  | Student made | Little thought was |  |  |
|  | **Quality** |  | more than five | four to five |  | only three | put into making |  |  |
|  | **Statements** |  | comparisons in | comparison |  | comparison | any comparison |  |  |
|  |  |  | each circle. | statements in |  | statements in | statements. |  |  |
|  |  |  |  | each circle. |  | each circle. |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Accuracy** |  | Accurately | Most |  | Some | Few |  |  |
|  |  |  | compared and | characteristics |  | characteristics | characteristics |  |  |
|  |  |  | contrasted all | were compared |  | were compared | compared and |  |  |
|  |  |  | characteristics | and contrasted |  | and contrasted | contrasted |  |  |
|  |  |  |  | accurately. |  | accurately. | accurately. |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Content** |  | All information is | Most information |  | Some | Most information |  |  |
|  |  |  | easy to read and | is easy to read |  | information is | is difficult to read |  |  |
|  |  |  | understand. | and understand. |  | difficult to read | and understand. |  |  |
|  |  |  |  |  |  | and understand. |  |  |  |
|  | **Quality of** |  | All spelling, | Most spelling, |  | Some spelling, | Many spelling |  |  |
|  | **Information** |  | grammar, and | grammar, and |  | grammar, and | and mechanics |  |  |
|  |  |  | mechanics are | mechanics are |  | mechanics are | errors present in |  |  |
|  |  |  | correct in the | correct in the |  | correct diagram. | the diagram. |  |  |
|  |  |  | completed | completed |  |  |  |  |  |
|  |  |  | diagram. | diagram. |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**