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

**Marketing to Generation X, Generation Y, Baby Boomers,**

**and the Silent Generation Marketing to the Generations**

**Assignment 2 Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | 20 | 15 | 10 | 5 |
| **Research for****Each Generation** | Thorough researchprinted andhighlighted for each generation | Thorough researchprinted/nothighlighted for each generation | Adequate researchprinted/highlighted for each generation | Incompleteinformation for the 4generations |
| **Poster****Representing****the 4 Generations** | Appealing posterthat accuratelyillustrates people foreach generation | Appealing posterthat does notaccurately illustratepeople for eachgeneration | Acceptable posterwith inaccuratepictures | Poorly constructedposter withincompleteinformation(pictures) |
| **Bulleted List for****Each Generation** |

|  |
| --- |
| 20 Solid Facts for each generation |
|  |

 | 20 Less than Solid Facts for Each Generation | 15-19 Facts for Each Generation | Less than 15 Facts for Each Generation |
| **Paragraphs****Describing****Purchases for****Each Generation** | High qualityparagraphs with at least 5 purchase needs and explanations for each generation | High qualityparagraph with less than 5 purchase needs and explanations for each generation | Acceptable paragraph with 5 purchase needs for each generation. Lacking explanations for the purchases. | Incompleteinformation aboutpurchase needs and rationale for each group |
| **PowerPoint****Presentation** | At least three high quality, informative slides for each generation | Less than three high quality, informative slides for each generation | Adequate number ofslides, slide contentinadequate | Incomplete slideshow withinadequateinformation for eachgeneration |

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

Maximum Score 100 pts.