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 research  printed and  highlighted for each generation | Thorough research  printed/not  highlighted for each generation | Adequate research  printed/  highlighted for each generation | Incomplete  information for the 4  generations |
| **Poster**  **Representing**  **the 4 Generations** | Appealing poster  that accurately  illustrates people for  each generation | Appealing poster  that does not  accurately illustrate  people for each  generation | Acceptable poster  with inaccurate  pictures | Poorly constructed  poster with  incomplete  information  (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 quality  paragraphs with at least 5 purchase needs and explanations for each generation | High quality  paragraph 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. | Incomplete  information about  purchase 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 of  slides, slide content  inadequate | Incomplete slide  show with  inadequate  information for each  generation |

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

Maximum Score 100 pts.