**Online Niche Marketing**

**Personal Niche Target Market Assignment #2**

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

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY |  | **20** | **15** |  | **8** |  | **1** |  |  |
|  |  |  |  |  |  |
|  | **Attractiveness** |  | Makes excellent use | Makes good use of |  | Makes use of font, |  | Use of font, color, |  |  |
|  |  |  | of font, color, | font, color, graphics, |  | color, graphics, |  | graphics, effects |  |  |
|  |  |  | graphics, effects, | effects, etc., to |  | effects, etc., but |  | etc., but these often |  |  |
|  |  |  | etc., to enhance the | enhance the |  | occasionally these |  | distract from the |  |  |
|  |  |  | documents. | documents. |  | detract from the |  | document content. |  |  |
|  |  |  |  |  |  | document content. |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Requirements** |  | All requirements are | All requirements are |  | One requirement |  | More than one |  |  |
|  |  |  | met and exceeded. | met. |  | was not completely |  | requirement was not |  |  |
|  |  |  |  |  |  | met. |  | completely met. |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Mechanics** |  | No misspellings or | Three or fewer |  | Four misspellings |  | More than four |  |  |
|  |  |  | grammatical errors. | misspellings and/or |  | and/or grammatical |  | errors in spelling or |  |  |
|  |  |  |  | mechanical errors. |  | errors. |  | grammar. |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Content** |  | Covers topic in- | Includes essential |  | Includes essential |  | Content is minimal |  |  |
|  |  |  | depth with details | knowledge about the |  | information about |  | OR there are several |  |  |
|  |  |  | and examples. | topic. Subject |  | the topic but there |  | factual errors. |  |  |
|  |  |  | Subject knowledge is | knowledge appears |  | are one to two |  |  |  |  |
|  |  |  | excellent. | to be good. |  | factual errors. |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Originality** |  | Product shows a | Product shows some |  | There is little |  | No evidence of |  |  |
|  |  |  | large amount of | original thought. |  | evidence of original |  | original thinking. |  |  |
|  |  |  | original thought. | Work shows new |  | thinking. |  |  |  |  |
|  |  |  | Ideas are creative | ideas and insights. |  |  |  |  |  |  |
|  |  |  | and inventive. |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |

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

**Maximum 100 Points**