**Marketing Information Systems Quiz Rubric**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** | **Points** |  |
| **Awarded** |  |
|  |  |  |  |  |  |
| **Survey** | Survey is easy to | Survey and two | Only one | Survey |  |  |
| **Creation** | understand and | questions add to | survey | questions were |  |  |
|  | two questions | the information | question was | not added to |  |  |
|  | add to the | needed to launch | added to the | the survey. |  |  |
|  | information | the product. | survey. |  |  |  |
|  | needed to launch |  |  |  |  |  |
|  | the product. |  |  |  |  |  |
| **Survey** | All survey | Survey was | Survey was | Survey was not |  |  |
| **Distribution** | questions are | distributed to less | distributed to | distributed. |  |  |
|  | answered | than 10 peers. | less than 8 |  |  |  |
|  | completely by 10 |  | peers. |  |  |  |
|  | peers. |  |  |  |  |  |
| **Survey Findings** | Findings | Findings | Findings | Findings |  |  |
|  | summarize each | summarize 4 of | summarize 3 of | summarize 1 of |  |  |
|  | of the 5 | the 5 questions | the 5 questions | the 5 questions |  |  |
|  | questions from | from the survey. | from the | from the |  |  |
|  | the survey. |  | survey. | survey. |  |  |
| **New Product** | The new product | The new product | The new | Students did |  |  |
|  | was created | was created using | product does | not meet |  |  |
|  | using the survey | the survey | not use the | expectations |  |  |
|  | findings and | findings or meets | survey findings |  |  |  |
|  | meets the needs | the needs of the | or meet the |  |  |  |
|  | of the consumer. | consumer. | needs of the |  |  |  |
|  |  |  | consumer. |  |  |  |
| **Professionalism** | Students were | Students were | Students were | Students did |  |  |
|  | prepared and | prepared or | not organized | not meet |  |  |
|  | organized for the | organized for the | or prepared. | expectations. |  |  |
|  | presentation. | presentation. |  |  |  |  |
|  |  |  |  |  |  |  |

Total: \_\_\_\_\_\_\_\_