

MKT 113 Final Project Part II Guidelines and Rubric

Overview

Part II of the final project for this course is the creation of a **product marketing recommendations presentation**.

Continuing with the scenario from your product overview, it is now time to report your findings and recommendations to the stakeholders of your company. Remember that your job is to help the company launch a new pet food line. This line will be for both cats and dogs, and the company is excited because the product is made of all natural ingredients. You will need to make some key strategic recommendations about how to launch and promote this new product line. Create a presentation to share your recommendations with the stakeholders within your company.

In Final Project Part II, you will demonstrate your mastery of the following course outcomes:

- Utilize foundational marketing terminology for identifying effective marketing strategies
- Describe internal and external market factors that impact marketing decisions and strategies
- Describe the role of the consumer for improving marketing strategies

Guidelines for effective presentations: Your final presentation must be submitted using PowerPoint or a similar presentation program. If you do not have access to PowerPoint, you can visit <https://www.openoffice.org/> to download the program named Impress. It allows you to create a slide presentation with a free, compatible program through OpenOffice. A free word-processing program is also available at this web address.

- The PowerPoint file you have been provided has been set up for you as a [template](#). You have multiple layout options available to you. If you do not have PowerPoint software, you can open (but not edit) the presentation template by using [Office PowerPoint Viewer 2003](#).
- Be consistent with the style of text, bullets, and sub-points to support a powerful presentation that allows your content to be the focus.
- Each slide should include your key point(s). Key points should be bulleted, short, and to the point.
- Use clip art, pictures, charts, tables, and diagrams to enhance but not overwhelm your content.
- Be mindful of the intended audience.

Below are links that offer helpful tips and examples for developing your presentations:

- [Making PowerPoint Slides](#)
- [Beyond Bullet Points: The Better Way to Use PowerPoint](#)
- [Really Bad PowerPoint and How to Avoid It](#)

Prompt

Your product marketing recommendations presentation will consist of presentation slides with speaker notes. Audio narration is also an option; however, transcripts must be provided.

Specifically, the following **critical elements** must be addressed:

- I. Product Marketing Recommendations
 - a) What does social responsibility mean to a company? Why is **social responsibility** important? Why should your department (marketing) be interested in it?
 - b) How will the **internal market factors** impact the marketing strategies you are suggesting? Utilizing the SWOT analysis you completed in the “Market Factors” section, elaborate on the strengths and weaknesses that the company should consider. Which are the most important and why?
 - c) How will the **external market factors** impact the marketing strategies you are suggesting? Utilizing the SWOT analysis you completed in the “Market Factors” section, elaborate on the opportunities and threats that the company should consider. Which are the most important and why?
 - d) How will you leverage your target market’s **needs and wants** in the marketing strategies you are suggesting? Provide examples. Utilizing the work you completed in your target market analysis, how does understanding your company’s wants and needs help in developing a target marketing strategy?
 - e) How can you **expand** your **target market** to reach more people in the marketing strategies you are suggesting? Provide examples utilizing the work you completed in your target market analysis to support your ideas.

Final Submission: Product Marketing Recommendations

In **Module Seven**, you will submit your **product marketing recommendations** presentation. It should be a complete, polished artifact containing **all** of the critical elements of Final Project Part II. It should reflect the incorporation of feedback gained throughout the course. Your presentation needs to be in PowerPoint or a similar presentation program and should include either an audio overlay of your presentation or detailed speaker notes of your presentation. **This submission will be graded using the Final Project Part II Rubric.**

Final Project Part II Rubric

Guidelines for Submission: Your product marketing recommendations presentation must contain 5–10 slides and use APA 6th edition format for formatting and citations, where applicable. It should include either an audio overlay of your presentation or detailed speaker notes of your presentation.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Social Responsibility	Meets “Proficient” criteria and discusses additional ways to make marketing socially responsible	Describes how the marketing strategies recommended demonstrate that the company is socially responsible	Describes marketing strategies, but does not discuss social responsibility	Does not describe how to demonstrate that the company is socially responsible	19
Internal Factors	Meets “Proficient” criteria and demonstrates the ability to draw connections between internal factors and marketing strategies	Describes how the two internal market factors impact the marketing strategies the student is suggesting and explains why they are important	Only describes one of the two internal market factors, or describes two internal market factors but does not explain why they are important	Does not describe internal market factors	19
External Factors	Meets “Proficient” criteria and demonstrates the ability to draw connections between external factors and marketing strategies	Describes how the two external market factors impact the marketing strategies suggested and explains why they are important	Only describes one of the two external factors, or describes two external market factors but does not explain why they are important	Does not describe external market factors	19
Needs and Wants	Meets “Proficient” criteria and provides supporting evidence to enhance examples	Describes how to leverage the target market’s needs and wants in the marketing strategies suggested and provides examples	Identifies how to leverage market needs and wants, but does not provide examples	Does not describe how to leverage target market wants and needs	19
Expand Target Market	Meets “Proficient” criteria and outlines what the new target market should be	Describes how to expand the target market to reach more people in the marketing strategies suggested and provides examples	Describes how to expand the target market, but does not provide examples	Does not describe how to expand the target market	19
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	5
				Earned Total	100%