

Student's name	Assigned points	Actual points
Introduction: Background info on firm, industry, type of ownership, location, mission stmt	5	
Analysis of Organizational Structure: Organizational chart, responsibilities of marketing positions	10	
Analysis of Marketing Strategy: Segmentation strategy, target customer (B2C, B2B, B2G...), analysis of mktg. mix-- product, price, communication strategy, distribution	20	
Analysis of environment: Customer trends, economic trends, industry trends, competitive situation, legal and regulatory trends	25	
SWOT analysis: Analysis plus suggestions for changes	35	
Overall presentation: Professional in appearance, spelling, grammar, use of mktg. terms	5	
TOTAL	100	