



## **MKT 113 Marketing Channel Analysis Presentation Guidelines and Rubric**

In a professional career, one may be called upon to conduct research and deliver findings in professional settings. No matter how extensive the research or accurate the conclusions, a weak presentation can undermine an argument. A presentation is a tool to assist in making an argument. When creating presentations, students develop skills in researching an issue, synthesizing the information, organizing data logically, and presenting findings in an effective manner.

**Prompt:** Using the product you chose for your discussion in Module Four, analyze in detail how the product is sold through different channels. Although all products may not sell through all channels, ensure that you consider in-store, direct mail, email, social media, word of mouth, and online marketing channels for the product. Using the [Marketing Channel Analysis PowerPoint Template](#) provided for this assignment, create a short (4–5 slides maximum, excluding title slide) presentation that demonstrates the use of three of these channels for this product by the company. Your first slide should describe the company's marketing strategy. You should have one slide for each marketing channel discussed. A minimum of three channels should be discussed.

**Guidelines for effective presentations:** Your 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](#)

**Presentation Rubric**

**Guidelines for Submission:** The marketing channel analysis presentation should be 4 to 5 slides maximum, excluding title slide, using the PowerPoint template provided.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Marketing Strategy Description</b>	Describes company's marketing strategy, providing specific examples to support the strategy	Describes the marketing strategy; however, does not provide any supporting content	Does not describe marketing strategy	20
<b>First Channel Analysis</b>	Analyzes the market channel used, providing specific examples of its effectiveness	Describes the market channel used, but does not provide specific examples	Does not describe market channel used	20
<b>Second Channel Analysis</b>	Analyzes the market channel used, providing specific examples of its effectiveness	Describes the market channel used, but does not provide specific examples	Does not describe the market channel being used	20
<b>Third Channel Analysis</b>	Analyzes the market channel used, providing specific examples of its effectiveness	Describes the market channel used, but does not provide specific examples	Does not describe the market channel being used	20
<b>Articulation of Response</b>	Submission has no major errors related to grammar, spelling, syntax, or organization	Submission has major errors related to grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to grammar, spelling, syntax, or organization that prevent understanding of ideas	20
<b>Earned Total</b>				<b>100%</b>