MKTG 4151W
Interim Presentation Write-Ups 15 %
Draft #1 of Plans book 25%
Final Plans book 30 %
Script of Final Speech 30%

Each student's grade will be based on the above criteria. Peer evaluations and observational evaluations by the professor and the teaching assistants will be used to help assess the contribution of each class member. The following factors are important in grading:

• Developing and sticking to a viable time schedule
• Timely completion of assignments
• Timely attendance and valuable contribution at all class and outside meetings
• Ability to work with others and to forego individual egos for the good of the group and the project
• Adherence of the final project to the course objectives
• Thoroughness of the research and rationale
• Cohesiveness of the project
• Originality of ideas
• Quality, neatness, and communicative effectiveness of the final project
• Ability to contribute to question and answers sessions in presentations

Since this project involves and hinges upon the successful interaction of various groups of individuals, it is extremely important that all work be done professionally and on time.

The Case and all Clarification memos should be read prior to each class or meeting. Each time you read the case, you will learn something new or remember some new detail. It is also crucial that you read the textbook and use it as your bible for developing your campaign.

Attendance at all class meetings and other scheduled meetings is mandatory. Students should not be late to class or to outside meetings. As indicated, any absences must be cleared with the professor or teaching assistants, and it must be a documented emergency for you to miss class.

The ability to make your own decisions, execute your strategies, rationalize your ideas and stick with them is crucial to this class. This is a new experience for many students. Those of you in this class are, in my opinion, the cream of the crop. You are all dedicated and bright and are capable of producing professional results.

The biggest inhibiting factor to creativity and professional results is trying to figure out
what the professor wants. This is a unique situation. Consider me not only as the professor, but also as your colleague and your boss. Don't look to me to tell you what to do. Convince me that your ideas are right!