

# MKT-325 Project Panama - Scoring Rubric

<b>Country:</b>	Panama	<b>Product:</b>	Travel Package
<b>Names:</b>			

Part	Component	Possible	Actual	
<b>Part 1</b>	<b>Culture &amp; Economy Overview</b>			
	1 Culture	20		3-5 pages
	2 Economy	20		
	<b>Part 1 Points</b>	<b>40</b>		
<b>Part 2</b>	<b>Marketing Plan</b>			
	1 Product (or Service)	30		7-10 pages
	2 Promotion	30		
	3 Place (Channels of Distribution)	30		
	4 Price	10		
	<b>Part 2 Points</b>	<b>100</b>		
<b>Part 3</b>	<b>Report Format &amp; Adjustments</b>			
	1 Sources, grammar, adherence	10		
	2 Adjustments	0		
	<b>Part 3 Points</b>	<b>10</b>		
<b>Part 4</b>	<b>Oral Presentation</b>			
	1 Organization & content	30		12-18 minutes
	2 Professional manner	10		
	3 Audiovisual quality & creativity	10		
	<b>Part 4 Points</b>	<b>50</b>		
	<b>Total Points</b>	<b>200</b>		

**Comments**