

# FINAL PROJECT

December 2, 2012

Group Name:

Professor: Jeremy Floyd

Grading Scale: 5 - No Improvement Needed / 4 - Few Suggestions for Improvement / 3 - Needs Improvement / 2 - Missing Key Information / 1 - Insufficient Information

## Written Strategy Document

Score

Notes:

Rough draft of group project document.

☐

Clearly defined objectives that effectively demonstrate use of digital media.

☐

Strategy that effectively moves the organization from its current state to achieve stated objectives

☐

Tactics and Technology successfully demonstrate use of digital tools discussed in class

☐

Clearly defined points of differentiation specifically within the in digital landscape

☐

Timeline

☐

## Presentation

Presentation preparedness.

☐

Group had knowledge of material and effectively answered questions.

☐

Group participation

☐

Total Points

Possible Points