

Pricing Unit Final Project Scoring Guide

Use this scoring guide to ensure your final project meets the criteria for grading.

Criterion	Quality (3-4)	Acceptable (1-3)	Unacceptable (0)	Your Score
General background and trends of golf industry (3)	The presentation (pres.) thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Pricing objectives (3)	The pres. thoroughly covers this topic	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Estimated costs and demand for contracted services* (3)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Competition's prices (3 for each; 9 total)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Competition's profiles (2 for each; 6 total)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Pricing strategies and techniques (4)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Suggested price structure – hotel accommodations (3)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Suggested price structure – golf greens & carts fees (4)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Suggested price structure – health spa services (3)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Promotional packages (4)	The pres. thoroughly covers these topics	The pres. adequately covers these topics	The pres. does not acceptably cover these topics	
Presentation quality (4)	The pres. conforms to the guidelines listed in the resources given	Minor variations from the guidelines given were noted in the pres.	The pres. does not meet the guidelines given in the resources provided	
Grammar, spelling & mechanics (4)	There were fewer than 1-2 mistakes	There were between 2 and 5 mistakes	There were more than 5 mistakes	
Total (50)				

* **Note:** "Contracted services" include hotel accommodations, golf greens fees, golf cart fees and health spa fees.

There were several elements of the Pricing Unit Final Project that you either left out or didn't do correctly. You earned 12 of 50 points on your first try.

However, you can redo the portions of this project where you didn't score well. Please resubmit the PowerPoint via Blackboard Revisions are due by Wednesday, Feb. 25.

Attached are two items: your PowerPoint with my comments and a scoring guide to indicate how you did the first time. Be sure to read carefully the Scoring Guide and the comments at the bottom of it. There also comments throughout the PowerPoint presentation (they look like a little box that have my initials, ARS; click it and you can see my comment). This feedback is essential to improving your performance on the project.

Please take advantage of this great opportunity to improve your score and let me know what questions you have or help you need!

Mr. S.