

University of Southern California
Marshall School of Business

BUAD 307
Lars Perner, Ph.D., Instructor

Marketing Fundamentals
Fall, 2011

Name: _____

PROJECT PROPOSAL			
Revenue sources	OK	Acceptable with minor changes	Major changes needed
Technological feasibility	OK	Acceptable with minor changes	Major changes needed
Ethical issues—if applicable	OK	Acceptable with minor changes	Major changes needed
Chicken-and-egg problems—if applicable	OK	Acceptable with minor changes	Major changes needed
Product Description	OK	Acceptable with minor changes	Major changes needed
Value description	OK	Acceptable with minor changes	Major changes needed
Concerns if checked			
	The discussion is not closely tailored to the actual the actual venture.		
	Reasoning is not spelled out.		
	“Stipulated excellence.”		
	Failure to sufficiently address technological feasibility.		
	Failure to identify a specific firm (or a new one) to undertake this venture. Proposing a general idea that could be adopted by any industry firm is NOT acceptable. Specifically created consortia may be acceptable if their structure is clearly identified.		
	Insufficient or unpersuasive discussion of how this venture would make money or, if non-profit, at least raise revenue enough to cover costs.		
	Use of hyperbole or other exaggerations.		
	Writing is ambiguous, including possible use of the term “etc.”		
	Use of low quality or otherwise not credible sources, if applicable		
	Superficial or incorrect use of marketing terms		
	Excessive use of “buzz” words		
	Poor writing quality and/or poor proof reading		
	Overall failure to follow instructions.		

Overall evaluation

- _____ Acceptable
- _____ Follow-up office visit needed to resolve issues raised
- _____ Substandard—not acceptable