4-H Marketing Score Sheet

4-H MRKT-06/15

4-H Marketing Score Sheet

Comments:

xhibitor's Name Placing			Exhibitor's Name		Placing		
Grade/Division/Club				Grade/Division/Club			
	Excellent	Good	Needs to Improve		Excellent	Good	Needs to Improve
Marketing Characteristics				Marketing Characteristics		T	
General Appeal				General Appeal			
Use of Selected Media				Use of Selected Media			
Easy to transport, replicate, or access				Easy to transport, replicate, or access			
Conforms to the Age, Maturity, or Intellect of the Intended Audience (ie. basic for new 4-H'ers; more in depth for season 4-H'ers; adult oriented for adults, etc.)				 Conforms to the Age, Maturity, or Intellect of the Intended Audience (ie. basic for new 4-H'ers; more in depth for season 4-H'ers; adult oriented for adults, etc.) 			
Solicits a Call to Action of the Audience				 Solicits a Call to Action of the Audience 			
Some form of contact information included (ie. website, phone number, physical address, building name, email, etc.)				 Some form of contact information included (ie. website, phone numbe physical address, building name, email, etc.) 	Γ,		
Marketing Tool Topics				Marketing Tool Topics			
Focuses on one of the topics listed in the division guidelines				Focuses on one of the topics listed in the division guidelines			
Appropriate Use of the 4-H Name and En	nblem			Appropriate Use of the 4-H Name and I	Emblem		
4-H Name and/or Emblem is used				• 4-H Name and/or Emblem is used			
Name and/or Emblem is used appropriately				 Name and/or Emblem is used appropriately 			
Comments:			_	Comments:			