

1. Spending Journal

Spending Journal with at least 5 days of entries presented on due date. ____/5

(Yes! You get 5 points just for proving that you are tracking your spending. But points can be deducted for poor quality.)

2. Consumer Insight #1: First Subject

a. Set of questions (with or without answers) was handed in. ____/1

b. Meets the 1 page minimum ____/1

c. Quality of Insight ____/3

- Clear, professional-grade writing
- Thorough
- Insightful

TOTAL: ____/5

3. Consumer Insight #2: Second Subject

a. Set of questions (with or without answers) was handed in. ____/1

b. Meets the 1 page minimum ____/1

c. Quality of Insight ____/3

- Clear, professional-grade writing
- Thorough
- Insightful

TOTAL: ____/5

4. Consumer Insight #3: Compare Consumers

a. Meets the 1 page minimum. ____/1

b. Demonstrates a well-reasoned comparison. ____/1

c. Quality of Insight ____/3

- Clear, professional-grade writing
- Thorough
- Insightful

TOTAL: ____/5

5. Consumer Insight #4: Self Analysis

a. Includes the completed Spending Journal ____/1

b. Meets the 1 page minimum. ____/1

c. Quality of Insight ____/3

- Clear, professional-grade writing
- Thorough
- Insightful

TOTAL: ____/5

PROJECT TOTAL: ____ / 25