



## **MKT 345 Milestone Two Guidelines and Rubric (Consumer Buying Process)**

**Overview:** For this milestone, due in **Module Four**, you will prepare a PowerPoint presentation (minimum of 3 slides) summarizing the consumer buying processes you have so far researched in order to market the consumer product you are proposing for your final project.

**Prompt:** First, review Chapter 9 in your text as well as the article [Stages of the Consumer Buying Process](#) and the video [7 Tips for Good Survey Questions](#). Next, prepare a minimum of 3 slides that list and briefly explain each stage of the consumer buying process. Define the marketing strategy used within each stage of the process regarding your chosen market segment. Finally, identify which specific stages of the process will be most effective for your consumer segment.

Specifically, the following **critical elements** must be addressed:

### **III. Consumer Buying Process**

- A. Define the **stages** of the consumer buying process.
- B. Analyze a **marketing strategy** that can be used for each stage of the consumer buying process in regard to your chosen market segment.
- C. Determine the specific stages of the consumer **buying process** for which your marketing strategies can be most effective for your consumer segment.

Using the speaker notes, provide any additional details of importance regarding the bullet points you listed on each slide to further explain the information.

One of the following tutorials may be of use to you in preparing your presentation: [PowerPoint Tutorials \(Atomic Learning\)](#) (log in using your SNHU credentials) and [PowerPoint 2013 Videos and Tutorials](#).

Instructor feedback on this milestone should be incorporated into your next milestones and into the final project.

### Rubric

**Guidelines for Submission:** Milestone Two should be a minimum 3-slide PowerPoint presentation with audio or speaker notes included. Citations should be provided in APA format as needed.

Please note that the grading rubric for this milestone submission is not identical to that of the final project. The Final Project Rubric will include an additional “Exemplary” category that provides guidance for how you can go above and beyond “Proficient” in your final submission.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Consumer Buying Process: Stages</b>	Meets “Proficient” criteria and masterfully illustrates each step of the consumer buying process	Defines the stages of the consumer buying process	Identifies the stages, but does not identify all stages or does not define the steps, or definition is inaccurate or not cogent	30
<b>Consumer Buying Process: Marketing Strategy</b>	Meets “Proficient” criteria and demonstrates a nuanced understanding of how a marketing strategy can be applied to the consumer buying process	Analyzes a marketing strategy that can be used for each stage of the consumer buying process in regard to market segment	Analyzes marketing strategies, but does not address each step of the process or is misaligned with market segment or description is not cogent	30
<b>Consumer Buying Process: Buying Process</b>	Meets “Proficient” criteria and demonstrates a nuanced understanding of the relationship of the consumer buying process and the marketing segment	Determines stages in the consumer buying process where marketing strategies can be most effective given the selected consumer segment	Determines stages in the consumer buying process where identified marketing strategies can be most effective, but is not aligned with the selected consumer segment	30
<b>Articulation of Response</b>	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
<b>Total</b>				<b>100%</b>