**MU Marketing Research Project**

**Project Evaluation Form**

**Professor Richins**

**To the Student Team:**

Print the name of your team’s sponsoring organization in the space below before giving this form to your sponsor. Also provide your sponsor with a stamped, pre-addressed envelope with the address shown on the last page.

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| Sponsoring Organization: |

**To the Sponsor:**

*Please complete this form and return it by* ***May 15*** *so the instructor can submit student grades in a timely manner. It may be emailed to richinsm@missouri.edu or mailed to the address listed at the end of the form.*

Your evaluation of this student group will help the instructor know how well they carried out their project responsibilities, and help identify areas where additional instruction might be needed.

In the spaces below, please evaluate the group’s work.

1. The quality, relevance, and usefulness of the group’s written report (a copy of the report should accompany this form)

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2. The group members’ professionalism in appearance and behavior

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3. The group members’ communication skills

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4. What are some of the things this group could have done better?

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5. Please provide any other comments you may have about the group or about the project process.

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| Sponsor’s Name: |
| Sponsor’s Signature: |

If you are completing this form electronically, please email it to [richinsm@missouri.edu](mailto:richinsm@missouri.edu)

Or you may mail the completed form to:

Professor Marsha Richins

Department of Marketing

University of Missouri

430 Cornell Hall

Columbia, MO 65211

Phone: 882-0280

Thank you very much for participating in this project and sponsoring this group. If you have any suggestions about how to improve this project, please include them on this form.