Cason, Rene, & Megan,

Below is my feedback on your project, both the presentation and the report. If I had to sum it all up in one word, that word would "impressive." You guys knocked this out of the park - outstanding work!

25-470: Marketing Strategy

Team Project Evaluations

Client: Joliet Area Historical Museum

Team: Cason Kirkpatrick, Rene Radloff, & Megan Sea-Macak

Total: 99.5/100 (Awesome)

Presentation: 50/50

Overall, your team’s presentation was the best in your section, and probably the best presentation among the 11 project teams across both sections. I even heard from the other client (San Miguel School) who was present regarding your presentation – here is Colleen’s feedback: “I was very impressed by the members of the Joliet Historical Museum group – they did a great job bringing the strategies they learned in undergrad and adapting them to the realistic infrastructure of a non-profit. I remember graduating college and having all these great ideas yet quickly discovered the limitations to implementing marketing plans and strategies in a non-profit and even corporate sectors – this team grasped that reality well in a short amount of time.” So, you not only impressed me, but you also impressed one of our guests there to see the presentation from their team.

One of the things that helped to set your team’s performance apart from your peers was your problem identification and focus. Your approach to the project was effective and professional, and you delivered a set of solutions that your client is able to implement immediately. The three of you came across as very engaged with the project and demonstrated an excellent understanding of your client and what kind of help they needed. You kept things simple and focused, and delivered a very effective solution package for your client. And, I love that you clearly delineated responsibility for the three social tools you focused on: Rene handled Facebook, Cason tackled Instagram, and Megan managed Twitter. And, on top of the great presentation, you backed it up with a great slide pack. The slides provided a backdrop for your presentation – they were simple and visual with minimum text, and did an excellent job supporting the material and ideas you were presenting. This was an excellent presentation!

Report: 49.5/50

If possible, your report was even better than the presentation. Not only does this provide me with a great deal of information on your project, but the report, in the form submitted to me, would effectively work for your client as well. The only issue was a bit of awkward wording in ‘reflective thoughts’ section – I love the inclusion of this part of the report, there were just a few sentences that were worded oddly. But, that is me nitpicking what was a nearly perfect project delivered by your team.

And, rather than just hearing it from me, here’s the feedback from Candice:

“The team was on top of everything. I was very impressed with their level of preparedness and professionalism and how they presented themselves. They didn't treat this as a school project, but as though I was an actual client in the field. They took time outside of out meeting times to examine the museum and assess its needs and spoke to me about my needs and concerns as well. I feel they were very thorough and managed time well. They were able to do exactly what asked and then some. They presented new ideas, and were able to back them up, tell me why they were beneficial and how to use them for the museum. [A]s someone with an advertising and PR background, I was very impressed.”

James L. Oakley, Ph.D.

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