### Customer Oriented Marketing - Assessment during Work Placement

<table>
<thead>
<tr>
<th>Evaluation Targets</th>
<th>Criteria for Evaluation</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Satisfactory (T1)</td>
<td>Good (H2)</td>
</tr>
<tr>
<td></td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>1. Work Process</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Defining Target Groups</td>
<td>Finds out about customers' needs and wants and acts according to them</td>
<td></td>
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<tr>
<td></td>
<td>finds out about customers' needs and wants and acts according to them</td>
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<td></td>
<td>finds out about customers' needs and wants and acts according to them</td>
<td></td>
</tr>
<tr>
<td>Competitive Edge</td>
<td>Demonstrates the company's main products and possible ways of delivery</td>
<td></td>
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<tr>
<td></td>
<td>Demonstrates the company’s main products and possible ways of delivery</td>
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<tr>
<td></td>
<td>Demonstrates the company’s main products and possible ways of delivery</td>
<td></td>
</tr>
<tr>
<td>Tools and Working Methods</td>
<td>Uses the company’s tools such as forms, spreadsheet, regular customer’s card, calculator, pricing device, phone, fax, email and internet when assisted</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Uses the company’s tools such as forms, spreadsheet, regular customer’s card, calculator, pricing device, phone, fax, email and internet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Uses various kinds of tools of the company such as forms, spreadsheet, regular customer’s card, calculator, pricing device, phone, fax, email and internet</td>
<td></td>
</tr>
<tr>
<td>Educational Basis for Work</td>
<td>Follows the principles of profitability and profit margin and recognises sources of expenses according to instructions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Follows various principles of profitability and profit margin and recognises sources of expenses</td>
<td></td>
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</tbody>
</table>
## Promotional Tools - Assessment during Work Placement

<table>
<thead>
<tr>
<th>Assessment Targets</th>
<th>Criteria for Evaluation</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Satisfactory (T1)</strong></td>
<td><strong>Good (H2)</strong></td>
</tr>
<tr>
<td>1. Work Process</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>Implementation of Marketing Tools e.g. Sales and PR</td>
<td>Uses promotional tools: sells products, designs posters and in-shop displays, writes minor brochures, flyers and ads</td>
<td>Uses various promotional tools: sells products, carries out advertising e.g. ads in papers, designs various brochures on paper and on CD. Uses various promotional tools such as coupon offers, quizzes and free accessories and e-tailing both as advertising medium as well as sales and purchasing medium and PR according to the marketing goals of the company. Designs posters and in-shop displays, writes minor brochures, flyers and ads</td>
</tr>
<tr>
<td>Command of the basics of displays and window dressing solutions</td>
<td>Good command of the basics of displays and window dressing solutions, cromatics, dimensions and style</td>
<td>Excellent command of the basics of displays and window dressing solutions, cromatics, dimensions and style</td>
</tr>
<tr>
<td>Evaluation targets</td>
<td>Criteria for Evaluation</td>
<td>Evaluation targets</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td></td>
<td>Satisfactory (T1)</td>
<td>Student</td>
</tr>
<tr>
<td>Learning Skills</td>
<td>Acts according to customer’s needs and wants</td>
<td>Student</td>
</tr>
<tr>
<td></td>
<td>Is initiative and adjusts knowledge and skills according to the situation</td>
<td>Student</td>
</tr>
<tr>
<td></td>
<td>Is initiative and adjusts knowledge and skills according to the situation</td>
<td>Student</td>
</tr>
<tr>
<td>Problem-solving Skills</td>
<td>Acts for help in problematic situations</td>
<td>Student</td>
</tr>
<tr>
<td></td>
<td>Acts in a creative way in various situations and solves problems</td>
<td>Student</td>
</tr>
<tr>
<td></td>
<td>Acts in a creative way in various situations and solves various problems</td>
<td>Student</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>Pays attention to instructions</td>
<td>Takes part in discussions and negotiates</td>
</tr>
<tr>
<td></td>
<td>Takes part in discussions and negotiates</td>
<td>Takes part in discussions and negotiates, expresses himself/herself in speaking and writing</td>
</tr>
<tr>
<td>Ethical and Aesthetic Skills</td>
<td>Follows the basic professional ethics and professional confidentiality procedures</td>
<td>Follows the basic professional ethics and professional confidentiality procedures</td>
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<tr>
<td></td>
<td>Follows the basic professional ethics and professional confidentiality procedures</td>
<td>Follows the basic professional ethics and professional confidentiality procedures</td>
</tr>
<tr>
<td>Team Skills</td>
<td>Works as agreed and according to instructions</td>
<td>Is able to work as a team member</td>
</tr>
<tr>
<td></td>
<td>Is able to work as a team member</td>
<td>Is able to work as a team member</td>
</tr>
<tr>
<td>Sustainable Development</td>
<td>Takes into consideration the principles of sustainable development</td>
<td>Takes into consideration the principles of sustainable development in various ways and applies them</td>
</tr>
<tr>
<td>Customer Orientation</td>
<td></td>
<td>Attends to customer satisfaction</td>
</tr>
</tbody>
</table>

Grade | Evaluation targets | Task | Student | Employer | Teacher | Grade |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Satisfactory (T1)</td>
<td>Student</td>
<td>Teacher</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good (H2)</td>
<td>Student</td>
<td>Teacher</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Excellent (K3)</td>
<td>Student</td>
<td>Teacher</td>
<td></td>
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</table>

Teacher