

Tech. Ed. & Lit.

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Cultural Diversity Worksheet 4-1

Grade Sheet Checklist

Name: _____

Date: _____

The Paper

1. Company/Product

- a. _____ what is the name of your company?
- b. _____ what are the products of your company?
- c. _____ what is the history of your company since you are an American company expanding internationally?

2. Country/Culture

- a. _____ what is the country you are expanding too?
- b. _____ what are the languages spoken, what is the primary language?
- c. _____ what is the population?
- d. _____ what is some history of your country?
- e. _____ what about the country made you choose to expand your business there?
- f. _____ what type of music does your country listen too?
- g. _____ what is the currency used in your country?
- h. _____ what types of food is your country known for?
- i. _____ what is the main religion of your country? What other religions are worshiped?
- j. _____ how is design looked at in your country?
- k. _____ how are the proper colors necessary to choose when designing in this country?
- l. _____ what are the proper business do's of your country? Looking for at least 5
- m. _____ what are the proper business don'ts to know about in your country? Looking for at least 5?

3. Target Market Profile

- a. _____ What is the age range and average age of your clients?
- b. _____ What is the percentage of males and females?
- c. _____ What is the average educational level of your clients?
- d. _____ Where do your clients live?
- e. _____ What are your clients' occupations?
- f. _____ Where do your clients work?
- g. _____ What is average annual income level of your clients?
- h. _____ Of which special interest groups are your clients members?
- i. _____ What attitudes and beliefs about wellness do your clients hold?

- j. _____ What are your clients' needs, concerns and goals?
- k. _____ What is the primary reason your clients use your services?
- l. _____ What are some of the other reasons your clients use your services?
- m. _____ What is the average number of sessions per client?
- n. _____

How many clients come in at the following intervals:			
Occasionally?		Bimonthly?	
Monthly?		Biweekly?	
Weekly?		More than once per week?	

- o. _____ Who else services your clientele (other health care providers, vendors and businesses)?

4. Organization

- a. _____ Marketing Research Individual Answer.
- b. _____ Heading and format.

THE ADVERTISEMENT

1. Advertisement content

- a. _____ Provides Company Name
- b. _____ Provides Company Logo & Slogan
- c. _____ Provides Company Address / Locations
- d. _____ Provides Company website
- e. _____ Provides Company email and phone number
- f. _____ Provides twitter, Facebook etc...

2. Color Scheme/Design

- a. _____ Does the color scheme match your research of colors of appropriateness?
- b. _____ Is the design offensive at all? How was this covered?

3. Language

- a. _____ is the advertisement in English?
- b. _____ is the advertisement in the Primary language spoken in your country?

4. Layout

- a. _____ How well are items spaced out on your advertisement?
- b. _____ Is there a lot of open white space?
- c. _____ Are there merchandising cues with your advertisement?

5. Creativeness

- a. _____ how well thought out was your advertisement? Did you pull your research into the advertisement?

- b. ____ Does your advertisement target the people you are targeting in your Target market Profile?

STORYBOARD/BLUE PRINT

1. Content
 - a. ____ Is the content full and detailed for each particular page?
 - b. ____ Is everything written out in full or did you abbreviate?
2. Design/Layout
 - a. ____ is your website designed to target your country or your American business?
 - b. ____ How well is your layout? Is there a lot of open space with no context?
 - c. ____ Does your storyboard have images or videos supporting your company?
 - d. ____ Is your site designed in a way that within 5 seconds I would click off the site because I didn't find what I was looking for. It wasn't user friendly?
3. Navigation
 - a. ____ Does your site have logical navigation. Will each button take you to a proper page?
 - b. ____ Does each page have navigation taking you to the rest of your site or do you have to hit the back button?
4. Appropriate Pages
 - a. ____ does your site have a main page?
 - b. ____ does your site have a page for each button in the navigation menu?

POWER POINT

1. Content
 - a. ____ Does your power point have your papers information in it?
2. Layout
 - a. ____ Does your power point have your own custom design?
 - b. ____ How well is everything laid out? Is it clumped together to fit everything on a slide or is it spaced out and organized?
3. Creativity
 - a. ____ Does your power point have your entire project in it?
 - b. ____ Does your power point captivate your audience?
 - c. ____ Is your power point in logical order with your project?
4. Use of Program
 - a. ____ How well did you use the program?
 - b. ____ Did you use animations and designs?
 - c. ____ Or did you just use a template, put text up, a few images and that is all. (not really using the program well)?