

Personal Assistant: Sales Assignment

Introduction to Mobile Robotics > End of Project Activities > Sales Assignment

Overview:

This assessment activity can be assigned once students have completed the Robotics Engineering lessons, or they can begin working on it once they are nearing completion on the lessons. It is an opportunity for students to reflect on and think critically about their robotics experience as a whole over the course of the lessons. It is designed to assess the student's understanding of aspects and uses of robotics in society, as well as their ability to communicate their thoughts and impressions with a larger audience. Here, they are making connections between aspects of their robot and robot's behavior to the larger picture to determine how best to market their creation.

Given the compositional nature of this assessment method, an "answer key" is inappropriate. Instead, what follows is a list of potential success indicators as well as a sample assessment rubric. Both are meant to be guides to your assessment of your own students, so feel free to modify and amend them as needed to suit your classroom. Only you can know what you expect of your students.

Success Indicators:

- Presentation materials have effectively related the product to the target audience. An attempt is made to "sell" the product and not just provide information about its features.
- The style of the materials is suited to the target audience (i.e. you wouldn't have a bright, loud, high energy commercial if you were marketing the Personal Assistant as a helper robot for senior citizens)
- Ideas are clearly presented and concisely explained. Sometimes extra words can get in the way of what the author is actually trying to say. Every key point in the material should bring up a different feature/issue/selling point of the robot.
- Presentation materials are interesting and attention-getting. Visual aids and graphics are used to highlight points, and do not detract from the information being conveyed.
- Presentation materials are grammatically correct and with correct spelling.
- Materials do not look rushed or last minute. Appropriate time and thought has been put into their production.
- Sales pitch is creative, and uses a variety of methods to market to the target audience.

Sales Presentation Sample Assessment Rubric

	Excellent (A+)	Good (A-B)	Marginal (C-D)	Unacceptable (D-F)
Evidence produced on time (10%)	Presentation materials completed and clearly rehearsed/revised before due date.	Presentation materials completed and delivered on due date.	Presentation materials completed on due date, but show lack of preparation.	Presentation materials incomplete, or delivered after due date.
Research (20%)	Presentation materials effectively make use of information from a variety of sources to help sell the product to the well-researched audience's needs.	Presentation materials are clear and appropriate to well-defined and researched audience.	Presentation materials make good use of information, but are not appropriate to audience as defined.	Presentation materials are unclear and there is no defined target audience.
Presentation (35%)	Professional delivery of materials, making effective use of both visual aids and good grammar and speaking technique (if applicable).	Materials have been thoughtfully planned or rehearsed, and use visual aids where necessary.	Materials contain grammatical or spelling errors and visual aids are not used effectively.	Unorganized and illogical delivery of materials, making no use of visual aids when appropriate.
Demonstration of Understanding (45%)	Content of presentation materials demonstrates a clear understanding of the material, broader implications, and the needs of the intended audience.	Content of presentation materials demonstrates a clear understanding of the material and the needs of the target audience.	Content of presentation materials shows a fair understanding of the material, but not of the audience.	Content of presentation materials demonstrates a poor understanding of the subject material, as well as the audience.