

Final Group Peer Evaluation  
(Rank-Order Task)

M 7:30 – 10:15

Complete one of the following for your group. Rank each individual in your group (including yourself) according to your perception of his/her contribution to the overall success of your group's progress toward completing your marketing plan so far. Enter his/her name in the appropriate line on the list below. [Scale values: 1 = contributed *the most*; 6 = contributed *the least*\*,\*\*]

1. The person who has contributed *the most* is \_\_\_\_\_
2. The person who has contributed *the next most* is \_\_\_\_\_
3. The person who has contributed *the next most* is \_\_\_\_\_
4. The person who has contributed *the next most* is \_\_\_\_\_
5. The person who has contributed *the next most* is \_\_\_\_\_
6. The person who has contributed *the least* is \_\_\_\_\_

\*If your group only has four members fill in ranks 1-4.

\*\*If your group only has five members fill in ranks 1-5.

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Being asked to evaluate another individual is a serious business. You are not to collaborate with anyone else in completing these evaluations nor are you to discuss these evaluations with anyone. Anyone found to have discussed an evaluation with anyone else will have his/her grade reduced by a minimum of one letter grade, more if the evaluation was shared with many others. These evaluations will be reviewed by Dr. Goudge as part of the Marketing Management class evaluation, but will not be disclosed to anyone else.

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I attest that the evaluations I have provided above are a fair, honest, and accurate evaluation of these group members by me and that I will not discuss these evaluations with anyone.

Your signature \_\_\_\_\_ dated \_\_\_ / \_\_\_ / \_\_\_\_\_

Your printed name \_\_\_\_\_

When you have completed an individual peer evaluation for every member of your team (except yourself) and one group rank-order evaluation of everyone in your group (including yourself), place all of your evaluations in the envelope provided, seal the envelope, and turn it in to the Room B129 or B100 No Later Than (NLT) 5 PM Friday, April 24, 2009.