

**Sports and Entertainment Marketing**  
**Chapter 4 – The SWOT Personal Analysis for Self-Marketing Plan**

**SWOT Analysis Individual Assignment**

**Project Guidelines**

For this assignment, students will work individually. Each student will conduct a personal SWOT analysis. Each student will create a list of his/her strengths and weaknesses. Students will then list potential opportunities and threats which may impact the ability to achieve their goals.

**Grading Criteria**

<b>Project Requirements</b>	<b>Evaluation Scale</b>	<b>Comments</b>
	1-2 – does not meet requirements, 3-4 - meets most of the requirements, 5 – meets all requirements	
Student created a list of personal strengths.		
Student created a list of personal weaknesses.		
Student created a list of potential opportunities impacting his/her life and chance for achieving goals.		
Student created a list of potential threats impacting his/her life and chance for achieving goals.		
Student submitted a word processed, neatly formatted and easy to read SWOT analysis document		
Total Score for the project out of 25 points possible		