

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

Project Requirements	Evaluation Scale	Comments
Student created a list of personal strengths.	1-2 – does not meet requirements, 3-4 - meets most of the requirements, 5 – meets all requirements	
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		