Editor’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Author’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Mix Project

*Peer Editing*

*As you look at the project author’s work, place a check mark next to each required item you locate in his/her work. Write any comments or suggestions in the space provided, as needed. For example: you misspelled this, label that, this is unclear, great job on that!, etc.*

|  |  |  |
| --- | --- | --- |
| **Requirement** | **Included in Project?** | **Comments** |
| **Target Market** |
| * age range
 |  |  |
| * gender
 |  |  |
| * interests
 |  |  |
| **Product** |
| * explanation/description
 |  |  |
| * packaging
 |  |  |
| * purpose for being sold
 |  |  |
| * features
 |  |  |
| **Price** |
| * approximate current selling price
 |  |  |
| **Distribution (Place)** |
| * how product is sold
 |  |  |
| * where product is sold
 |  |  |
| * why product is sold there
 |  |  |
| **Promotion** |
| * advertisement (saying you’re a good)
 |  |  |
| * public relations item (getting someone else to say you’re good)
 |  |  |