Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Mix Project

*Grading Rubric*

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirement** | | **Points Possible** | **Points Earned** |
| **Target Market** | | | |
| * age range * gender | * interests | 6 |  |
| **Product** | | | |
| * explanation/description * packaging | * purpose for being sold * features | 8 |  |
| **Price** | | | |
| * approximate current selling price | | 2 |  |
| **Distribution (Place)** | | | |
| * how product is sold * where product is sold | * why product is sold there | 6 |  |
| **Promotion** | | | |
| * advertisement (saying you’re a good) * public relations item (getting someone else to say you’re good) | | 4 |  |
| **Project Appearance** | | | |
| * spelling/grammar * use of color, graphics, text | | 4 |  |
| Total Points | | | /30 |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Mix Project

*Grading Rubric*

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirement** | | **Points Possible** | **Points Earned** |
| **Target Market** | | | |
| * age range * gender | * interests | 6 |  |
| **Product** | | | |
| * explanation/description * packaging | * purpose for being sold * features | 8 |  |
| **Price** | | | |
| * approximate current selling price | | 2 |  |
| **Distribution (Place)** | | | |
| * how product is sold * where product is sold | * why product is sold there | 6 |  |
| **Promotion** | | | |
| * advertisement (saying you’re a good) * public relations item (getting someone else to say you’re good) | | 4 |  |
| **Project Appearance** | | | |
| * spelling/grammar * use of color, graphics, text | | 4 |  |
| Total Points | | | /30 |