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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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