

Name: _____ Block: ___ Date: _____

4 P's of Marketing Mix Project Rubric

Standard(s): BMA-IBT-5: 5.1 Explain the fundamental marketing concepts used by a small business.
BMA-IBT-5: 5.2 Understand target market and demographics in marketing strategies. **BMA-IBT- 6: 6.7**
 Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific business purpose. **BMA-IBT-2.4** Model the ability to work independently and as a team member.

	Requirement	Possible Points	Earned Points
	Title slide includes all required elements including Title and all team member names	10	
	“Product slide” is included with a visual of the product and a brief description	10	
	“Target market” slide with a brief description of the specific group of customers that the company will direct its products and services to	10	
	“Price” slide is included with the pricing strategy of the product	10	
	“Place” slide is included with a brief description on where you will sell your product	10	
	Promotion slide is included with a brief description of how you will promote or advertise your product.	10	
	Summary Slide include a brief overview of all the 4 P's of Marketing	10	
	References sources (including images)	10	
	Collaborated and contributed to the overall final project presentation	10	
	Correct spelling, punctuation, capitalization, and grammar usage	5	
	Presented project to the class	5	
	Total:	100	
	Did not contribute to the overall final project presentation	-40	
	Students used a clear audible voice. Good language, and pronunciation skills were used.	+5	
	The presentation design is attractive with a consistent theme. Slides are easy to read.	+5	
	Additional Information/Effort	+5	
	Total		

Comments

