

Marketing Mix PPT Assignment Grading

Names: _____

Slide/concept	Criteria	Points Possible	Points Received
Title slide	<ul style="list-style-type: none"> Identifies the product Provides group member names 	1	
Concepts:			
Product	<ul style="list-style-type: none"> Includes the benefits of the product to the customer/consumer Provide specifics about product in relation to each marketing mix concept Content reflects that research was done 	4	
Price		4	
Place		4	
Promotion		4	
Target Market (People)		4	
Overall appearance of the presentation	<ul style="list-style-type: none"> Includes proper grammar, correct spelling, appropriate layout, etc. Slides are neat & creative Includes at least 2 images 	3	
Resources	<ul style="list-style-type: none"> Includes a "resources used" slide 	1	
Total Points		25	

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