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Criteria			Ratings			Pts
Product	4 pts Excellent Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected. Slide has an image.	3 pts Good Two of the following items is missing: Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected.	2 pts Fair Three of the following items is missing: Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected.	1 pts Poor Only one of the following items is addressed. Describes the want or need the product addresses. Specification of the product features (uniqueness), warranties, how to use. Packaging information is included. Brand name is used. Type of image is projected.	0 pts Not Done	4 pt
Price	4 pts Excellent Selling price, discounts payment options, competitors price, strategy, why did you choose that price? Slide has an image.	3 pts Good Two of the following is missing: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?	2 pts Fair Two of the following is missing: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?	1 pts Poor Missing many of the following: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?	0 pts Not Done	4 pi
Promotion	4 pts Excellent Social medias, information about the product, benefits, inducements (coupons, sweepstakes,	3 pts Very Good One of the following is missing: Social medias, information about the product, benefits,	2 pts Good Two of the following is missing: Social medias, information about the product, benefits,	1 pts Poor Three of the following are missing: Social medias, information about the product, benefits,	0 pts Not Done	4 pt

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	sponsorship, etc.). Consumer buyer behavior strategies. Slide has an image.	inducements (coupons, sweepstakes, sponsorship, Consumer bu behavior strategies.	etc.).	inducements (coupons, sweepstakes, sponsorship, etc.). Consumer buyer behavior strategies.	inducements (coupons, sweepstakes, sponsorship, etc.). Consumer buyer behavior strategies.		
Place	4 pts Excellent Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct to consumer? Slide has an image.	3 pts Good 2 of the following are missing: Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct to consumer?		2 pts Fair 3 of the following are missing: Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct to consumer?	1 pts Poor Many of the following are missing: Where the product can be purchased. Channels of distribution (Discount store, department store, etc.) How will the product be distributed? Internet? Direct to consumer?	0 pts Not Done	4 pt:
Target Market	4 pts Excellent Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation? Slide has an image.	3 pts Good 2 of the following is missing: Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation?		2 pts Fair 3 of the following is missing: Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation?	1 pts Poor Many of the following is missing: Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation?	0 pts Not Done	4 pt
Title Slide Name of Business	2 pts Excellent		1 pts Good			0 pts No Marks	2 pt

	Ratings					Pts
	•	Nam	Missing one of the following - Business Name and Group Member Names are on the Title Slide.			
2 pts Excellent Price, Product, Pron or Place.	motion M	Good Missing one of the following: Price, Product,			0 pts No Marks	2 pts
2 pts Excellent Business Name and color/design them that relates to the product.		1 pts Good Missing one of the following - Business name. Has a color/design theme that relates to the product(s).			0 pts No Marks	2 pts
4 pts Excellent Less than 3 spelling/grammar errors.	3 pts Good 4-6 Spelling/gra errors.	ammar	2 pts Fair 7-9 Spelling/grammar errors.	1 pts Poor 10 or more spelling/grammar errors.	0 pts No Marks	4 pts
	Member Names are Slide. 2 pts Excellent Price, Product, Profo or Place. 2 pts Excellent Business Name and color/design them to the product. 4 pts Excellent Less than 3 spelling/grammar	2 pts 1 Excellent G Price, Product, Promotion M or Place. P 2 pts F Excellent P Business Name and color/design them that relates to the product. S 4 pts 3 pts Excellent Good Less than 3 4-6 spelling/grammar Spelling/grammar	Member Names are on the Title Nam Slide. I pts Excellent I pts Price, Product, Promotion or Place. Missing or Promotion 2 pts I pts Excellent Missing or Promotion Business Name and color/design them that relates to the product. I pts Good Missing or Promotion Missing or Promotion Missing or Promotion Structure I pts Good Missing or Promotion Price, Product, Promotion Missing or Promotion Promotion I pts Good Missing or Promotion Signification I pts Good Missing or Promotion Signification I pts Good Missing or Promotion Product. I pts Good Missing or Promotion Missing or Product. I pts Good Missing or Product Less than 3 I pts Spelling/grammar Spelling/grammar	Business Name and Group Member Names are on the Title Slide. Missing one of the following Name and Group Member Title Slide. 2 pts Excellent Price, Product, Promotion or Place. 1 pts Good Missing one of the following: Pr Promotion or Place. 2 pts Excellent Business Name and color/design them that relates to the product. 1 pts Good Missing one of the following: Pr Promotion or Place. 4 pts Excellent Less than 3 spelling/grammar 3 pts Good Spelling/grammar 2 pts Fair 7-9 Spelling/grammar	Business Name and Group Member Names are on the Title Missing one of the following - Business Name and Group Member Names are on the Title Slide. 2 pts Excellent 1 pts Good Missing one of the following: Price, Product, Promotion or Place. 2 pts Excellent 1 pts Good Missing one of the following: Price, Product, Promotion or Place. 2 pts Excellent 1 pts Good Missing one of the following: Price, Product, Promotion or Place. 2 pts Excellent 1 pts Good Missing one of the following - Business name. Has a color/design theme that relates to the product. 4 pts Excellent Less than 3 spelling/grammar 3 pts Good 4-6 Spelling/grammar 2 pts Fair 7-9 Spelling/grammar	Business Name and Group Member Names are on the Title Missing one of the following - Business Name and Group Member Names are on the Title Slide. 0 pts 2 pts Excellent Price, Product, Promotion or Place. 1 pts Good Missing one of the following: Price, Product, Promotion or Place. 0 pts No Marks 2 pts Excellent Business Name and color/design them that relates to the product. 1 pts Good Missing one of the following - Business name. Has a color/design theme that relates to the product(s). 0 pts No Marks 4 pts 3 pts Good A-6 Spelling/grammar 2 pts Fair 7-9 Spelling/grammar 1 pts Poor Poor 10 or more Spelling/grammar 0 pts No Marks