

| Criteria  | Ratings  |  |  |   |                           | Pts   |
|-----------|--|--|--|---|---------------------------|-------|
| Product   | <b>4 pts<br/>Excellent</b><br>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. | <b>3 pts<br/>Good</b><br>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. | <b>2 pts<br/>Fair</b><br>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. | <b>1 pts<br/>Poor</b><br>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. | <b>0 pts<br/>Not Done</b> | 4 pts |
| Price     | <b>4 pts<br/>Excellent</b><br>Selling price, discounts payment options, competitors price, strategy, why did you choose that price? Slide has an image.  | <b>3 pts<br/>Good</b><br>Two of the following is missing: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?  | <b>2 pts<br/>Fair</b><br>Two of the following is missing: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?  | <b>1 pts<br/>Poor</b><br>Missing many of the following: Selling price, discounts payment options, competitors price, strategy, why did you choose that price?   | <b>0 pts<br/>Not Done</b> | 4 pts |
| Promotion | <b>4 pts<br/>Excellent</b><br>Social medias, information about the product, benefits, inducements (coupons, sweepstakes,   | <b>3 pts<br/>Very Good</b><br>One of the following is missing: Social medias, information about the product, benefits,   | <b>2 pts<br/>Good</b><br>Two of the following is missing: Social medias, information about the product, benefits,  | <b>1 pts<br/>Poor</b><br>Three of the following are missing: Social medias, information about the product, benefits,  | <b>0 pts<br/>Not Done</b> | 4 pts |

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|---------------------------------|--|---|---|--|---------------------------|-------|
|                                 | sponsorship, etc.). Consumer buyer behavior strategies. Slide has an image.  | inducements (coupons, sweepstakes, sponsorship, etc.). Consumer buyer behavior strategies.  | inducements (coupons, sweepstakes, sponsorship, etc.). Consumer buyer behavior strategies.  | inducements (coupons, sweepstakes, sponsorship, etc.). Consumer buyer behavior strategies.   |                           |       |
| Place                           | <b>4 pts<br/>Excellent</b><br>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. | <b>3 pts<br/>Good</b><br>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? | <b>2 pts<br/>Fair</b><br>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? | <b>1 pts<br/>Poor</b><br>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? | <b>0 pts<br/>Not Done</b> | 4 pts |
| Target Market                   | <b>4 pts<br/>Excellent</b><br>Who's your customer? What is their buying behavior? Are they motivated psychologically, culturally, socially, or by the situation? Slide has an image.                                       | <b>3 pts<br/>Good</b><br>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?  | <b>2 pts<br/>Fair</b><br>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?  | <b>1 pts<br/>Poor</b><br>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?  | <b>0 pts<br/>Not Done</b> | 4 pts |
| Title Slide<br>Name of Business | <b>2 pts<br/>Excellent</b>   |   | <b>1 pts<br/>Good</b>   |  | <b>0 pts<br/>No Marks</b> | 2 pts |

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|---|--|--|---|--|---------------------------|-------|
| and All Group Members Names   | Business Name and Group Member Names are on the Title Slide.                                       |  | Missing one of the following - Business Name and Group Member Names are on the Title Slide.   |  |                           |       |
| Marketing Mix Outline Slide<br>Price Product Promotion and Place - Defined.                     | <b>2 pts<br/>Excellent</b><br><br>Price, Product, Promotion or Place.                              | <b>1 pts<br/>Good</b><br><br>Missing one of the following: Price, Product, Promotion or Place. |   |  | <b>0 pts<br/>No Marks</b> | 2 pts |
| Subscription Box<br><br>Business name. Has a color/design theme that relates to the product(s). | <b>2 pts<br/>Excellent</b><br><br>Business Name and color/design them that relates to the product. |  | <b>1 pts<br/>Good</b><br><br>Missing one of the following - Business name. Has a color/design theme that relates to the product(s). |  | <b>0 pts<br/>No Marks</b> | 2 pts |
| Mechanics (Spelling and Grammar)<br>Spelling and Grammar  | <b>4 pts<br/>Excellent</b><br><br>Less than 3 spelling/grammar errors.                             | <b>3 pts<br/>Good</b><br><br>4-6 Spelling/grammar errors.                                      | <b>2 pts<br/>Fair</b><br><br>7-9 Spelling/grammar errors.   | <b>1 pts<br/>Poor</b><br><br>10 or more spelling/grammar errors. | <b>0 pts<br/>No Marks</b> | 4 pts |
| Total Points: 30  |  |  |   |  |                           |       |