

Names: _____

4P's Shampoo Group Activity

Grade Sheet / Rubric

Please review your work to make sure you have included all items prior to submitting in Google Classroom!

I. Identify the Intended Customer (Target Market) (10 points)

- ◆ Describe at least 5 characteristics of the Target Market _____ /10

II. Product (10)

- ◆ Name of shampoo is creative & thoughtfully chosen _____ /10
- ◆ Bottle is drawn/made neatly using color
- ◆ Shampoo's special features are listed

III. Place (5)

- ◆ Where is the product sold? _____ /5
- ◆ Why did you choose that location? Does it "fit" the customer?

IV Price (10 points)

- ◆ Price is listed. Is it appropriate for the benefits received & customer? _____ /5
- ◆ Detailed explanation of why you selected the price

V. Promotion (10 points)

- ◆ Slogan demonstrates the usefulness of the shampoo's special features _____ /10
- ◆ Logo is neatly drawn and appropriate for the product

VI. Presentation (10 points)

- ◆ Presentation skills – presentation was given in a "professional" manner with all group members taking an active role in the presentation _____ /10
- ◆ There are No spelling, capitalization, or grammar errors

TOTAL _____ / 50

Comments: