

XYZ Marketing Activity

XYZ Company wants to introduce a new product. You are part of the marketing team. Decide on a new product. Think about these questions.

1. Who will the product appeal to? (target market)
2. How will it be presented?
3. What should the price be?
4. What's the best way to let people know about the product (4 Ps)

This entire project will count as a test grade. You will have to present your information to management (the class) and actually try to sell your product to consumers.

You will need to include the following in your presentation to management.

- Marketing Survey Results (Therefore, you will have to develop a marketing survey and actually conduct market research)
- A visual of some type to illustrate your product
- Promotional ideas (flyers, commercial, radio ad, etc.)
- Outline of your product and its relationship to the seven functions of marketing

Rubric

A

- All group members fully participate and work extremely well with each other as a productive team
- Presentation is well organized
- Logical Format is followed
- Excellent transitions from function to function are evident
- Excellent job in applying and working through all seven functions of marketing
- Information is utilized effectively
- Presentation is original and unique
- Presentation is engaging and thought provoking
- Product is believable and useful - market for product is evident
- Fulfills the requirements of the project at a superior level

B

- All group members fully participate and work well with each other as a productive team
- Presentation is organized, but hard to follow at times
- Transitions are evident, but ideas and information is unclear at times
- Good job in applying and working through all seven functions of marketing
- Utilized information in an efficient manner
- Presentation is clever and at times unique
- Presentation is well done and interesting
- Product is believable and useful - market for product is evident
- Fulfills the requirements of the project showing effort

C

- All group members attempt to participate and work as a productive team, but at times members are 'off task' and everyone is not actively involved
- Presentation is somewhat organized, but somewhat incoherent
- Transitions are not always smooth and even somewhat distracting
- Does not apply and work through all seven functions of marketing
- Provides limited information
- Presentation has few original touches; interesting at times
- Presentation is well done and interesting
- Product is believable and useful - market for product is not very evident
- Fulfills the requirements of the project showing some effort

D

- Group members do not work as a productive team, members are 'off task' and everyone is not actively involved
- Presentation is choppy and confusing
- Transitions are distracting
- Does not apply and work through all seven functions of marketing
- Provides limited information - little or no information provided
- Presentation has few original touches; does not hold audience's attention
- Product is not believable and useful - market for product is not very evident
- Fulfills the requirements of the project at a very basic or minimum level

E

Little or no attempt made