

MARKETING PROJECT

Chapter 13 and 14 - Business Essentials

NAME _____ HOUR _____

Objective: Create a 20 slide PowerPoint providing examples and understanding of the Marketing Mix.

Criteria	Points Possible	Points Received
Title slide with image and description of company	5	
PRODUCT		
5 slides w/ appropriate visual example	5	
Bulleted description of each example and how it represents <i>product</i> in the company	5	
PRICE		
5 slides w/ appropriate visual example	5	
Bulleted description of each example and how it represents <i>price</i> in the company	5	
PLACE		
5 slides w/ appropriate visual example	5	
Bulleted description of each example and how it represents <i>place</i> in the company	5	
PROMOTION		
5 slides w/ appropriate visual example	5	
Bulleted description of each example and how it represents <i>promotion</i> in the company	5	
Creative, professional appearance, no spelling or grammar errors, visually appealing, turned in ON TIME with rubric	10	
TOTAL	55	

Extra Credit: Include pictures in PowerPoint taken by you.