

**Marketing Mix Summative Assessment:
Breakfast Cereal Marketing Pro**

Name: _____

4 Points	3 Points	2 Points	1 Point	0 Points
<p>Each part of the project write-up (<i>Target Market, Product Design, Price, Promotion, and Placement</i>) has at least 3 complete sentences outlining that part of the proposed cereal concept. The write-up is completed in MS Word or Google Docs.</p> <p>The paragraph for each of the 5 items above has enough detail to clearly apply each of the 4 Ps in the Marketing Mix.</p> <p>Pricing includes an estimation of cost based on the project handout's cost-table</p> <p>A document (i.e. slideshow, brochure, etc.) is created to supplement the project write up.</p> <p>A presentation is prepared and given to the class to share the proposed cereal and its marketing plan.</p>	<p>Four-of-five parts of the project write-up (<i>Target Market, Product Design, Price, Promotion, and Placement</i>) has at least 3 complete sentences outlining that part of the proposed cereal concept. The write-up is completed in MS Word or Google Docs.</p> <p>The paragraph for 4 items above has enough detail to clearly apply each of the 4 Ps in the Marketing Mix.</p> <p>Pricing includes an estimation of cost based on the project handout's cost-table</p> <p>A document (i.e. slideshow, brochure, etc.) is created to supplement the project write up.</p> <p>A presentation is prepared and given to the class to share the proposed cereal and its marketing plan.</p>	<p>Three-of-five parts of the project write-up (<i>Target Market, Product Design, Price, Promotion, and Placement</i>) has at least 3 complete sentences outlining that part of the proposed cereal concept. The write-up is completed in MS Word or Google Docs.</p> <p>The paragraph for 3 items above has enough detail to clearly apply each of the 4 Ps in the Marketing Mix.</p> <p>Pricing does not include an estimation of cost based on the project handout's cost-table</p> <p>A document (i.e. slideshow, brochure, etc.) is created to supplement the project write up.</p> <p>A presentation is prepared and given to the class to share the proposed cereal and its marketing plan.</p>	<p>Two or less parts of the project write-up (<i>Target Market, Product Design, Price, Promotion, and Placement</i>) has at least 3 complete sentences outlining that part of the proposed cereal concept. The write-up is completed in MS Word or Google Docs.</p> <p>The paragraph for 2 or less items above has enough detail to clearly apply each of the 4 Ps in the Marketing Mix.</p> <p>Pricing does not include an estimation of cost based on the project handout's cost-table</p> <p>No document (i.e. slideshow, brochure, etc.) is created to supplement the project write up.</p> <p>A presentation is not prepared or not given to the class to share the proposed cereal and its marketing plan.</p>	<p>Nothing turned in to assess</p>