## Marketing Mix (Ice Cream/Your Choice) Name: \_\_\_\_\_

Name
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4 Points	3 Points	2 Points	1 Point	0 Points
Three brands of a	Three brands of a	Three brands of a	There are not three	Nothing turned in
product are	product are	product are	brands of a product	or nothing to assess
selected, each of	selected, each of	selected, each of	and questions are	in any other area of
the brands has a	the brands has a	the brands has a	incomplete or	this rubric.
website, all	website, all	website, all	answers are	
questions are	questions are	questions are	inaccurate and/or	
answered and 90 or	answered and 70-	answered, but less	unclear.	
more percent of the	89 percent of the	than 70 percent of		
answers are	answers are	the answers are		
accurate and	accurate and	accurate and		
reasonably	reasonably	reasonably		
complete.	complete.	complete.		

## Marketing Mix (Ice Cream/Your Choice) Name: \_\_\_\_\_

Name	
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4 Points	3 Points	2 Points	1 Point	0 Points
Three brands of a	Three brands of a	Three brands of a	There are not three	Nothing turned in
product are	product are	product are	brands of a product	or nothing to assess
selected, each of	selected, each of	selected, each of	and questions are	in any other area of
the brands has a	the brands has a	the brands has a	incomplete or	this rubric.
website, all	website, all	website, all	answers are	
questions are	questions are	questions are	inaccurate and/or	
answered and 90 or	answered and 70-	answered, but less	unclear.	
more percent of the	89 percent of the	than 70 percent of		
answers are	answers are	the answers are		
accurate and	accurate and	accurate and		
reasonably	reasonably	reasonably		
complete.	complete.	complete.		

## Marketing Mix (Ice Cream/Your Choice)

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