

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

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

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