

**Mr. Colby**

Class: \_\_\_\_\_

Student: \_\_\_\_\_

### Rubric: 4 P's of Marketing

The students will put together an electronic presentation to show during their understanding of the 4ps of marketing. The presentation will contain information that the students collected regarding 4P of Marketing. The oral presentation must be aligned with their electronic presentation.

	<b>4 pts</b> Exceeds	<b>3 pts</b> Good	<b>2 pts</b> Fair	<b>1 pts</b> Poor	<b>0 pts</b> No attempt
<b>Price</b>	<b>4</b> The presentation includes all information relevant to the topic in an organized fashion.	<b>3</b> The presentation includes all relevant information; however, is not well-organized. Mention and leaves the audience with an understanding of their part of price	<b>2</b> Does not have all of the relevant information in the presentation. There is not enough information presented. Information is presented in an unorganized fashion. Mention part of price but doesn't describe.	<b>1</b> The presentation is lacking in elements required. There are many gaps in information presented. Do not mention part of price.	<b>0</b> The Student made no attempt.

<b>Place</b>	<b>4</b> The presentation includes all information relevant to the topic in an organized fashion.	<b>3</b> The presentation includes all relevant information; however, is not well-organized. Mention and leaves the audience with an understanding of their part of place.	<b>2</b> Does not have all of the relevant information in the presentation. There is not enough information presented. Information is presented in an unorganized fashion. Mention part of place but doesn't describe.	<b>1</b> The presentation is lacking in elements required. There are many gaps in information presented. Do not mention part of place.	<b>0</b> The Student made no attempt.
<b>Promotion</b>	<b>4</b> The presentation includes all information relevant to the topic in an organized fashion.	<b>3</b> The presentation includes all relevant information; however, is not well-organized. Mention and leaves the audience with an understanding of promotion.	<b>2</b> Does not have all of the relevant information in the presentation. There is not enough information presented. Information is presented in an unorganized fashion. Mention part of promotion but doesn't describe.	<b>1</b> The presentation is lacking in elements required. There are many gaps in information presented. Do not mention part of promotion	<b>0</b> The Student made no attempt.
<b>Product</b>	<b>4</b> The presentation includes all information relevant to the topic in an organized fashion.	<b>3</b> The presentation includes all relevant information; however, is not well-organized. Mention and leaves the audience with an understanding product.	<b>2</b> Does not have all of the relevant information in the presentation. There is not enough information presented. Information is presented in an unorganized fashion. Mention part product but doesn't describe.	<b>1</b> The presentation is lacking in elements required. There are many gaps in information presented. Do not mention product	<b>0</b> The Student made no attempt.
<b>Presentation</b>	<b>4</b> The student presents the information clearly and displays a complete understanding of their information. It is evident that the student was well prepared.	<b>3</b> The student presents the information fairly clearly and displays a reasonable understanding of their information.	<b>2</b> The information presented is not clearly displayed throughout the project	<b>1</b> Not enough preparation was done for the presentation of the information, it therefore lacks many elements of what is expected.	<b>0</b> The Student made no attempt.

<b>Work quality/effort</b>	<p style="text-align: center;"><b>4</b></p> <p>The work done exceeds all expectations and shows that the learner is proud of his/her work. The effort that was put into this task is the best it can be by the learner.</p>	<p style="text-align: center;"><b>3</b></p> <p>The work was done with good effort that shows what the learner is capable of. It is evident that time was put into this electronic presentation and oral presentation.</p>	<p style="text-align: center;"><b>2</b></p> <p>Work is done with fair effort, but the quality is still not what the learner is capable of. It is evident that the work was rushed.</p>	<p style="text-align: center;"><b>1</b></p> <p>Work is done with little effort; quality is not what the learner is capable of. It is evident that the work was rushed and little time was spent on the final product. Work is incomplete.</p>	<p style="text-align: center;"><b>0</b></p> <p>The Student made no attempt.</p>
<b>Style/Mechanics</b>	<p style="text-align: center;"><b>4</b></p> <p>The presentation has an element of creativity and style, and is not just a list of facts. The electronic presentation is presented in a clear and concise manner with full understanding of the subject.</p>	<p style="text-align: center;"><b>3</b></p> <p>The presentation is clear and logical and contains facts as well as very few mistakes. Good clear oral presentation.</p>	<p style="text-align: center;"><b>2</b></p> <p>The presentation lacks style and reads more like a list of facts than a support for an oral presentation. The electronic presentation lacks neatness and clarity</p>	<p style="text-align: center;"><b>1</b></p> <p>The poster lacks a clear understanding of the subject matter and there are many errors. Electronic presentation is not creative.</p>	<p style="text-align: center;"><b>0</b></p> <p>The Student made no attempt.</p>