

## Unit 1 Project

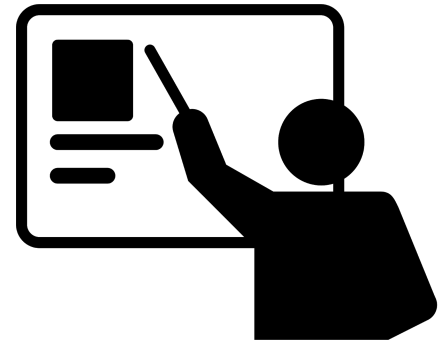
### Instructions:

Now that you have some experience with target markets, customer profiles, and the 4 P's of marketing, you will apply them to a product or service that you create! In your groups, you must come up with an idea for a product or service that you will sell to customers. After you have decided on a product or service, identify and explain each "P" of the marketing mix and how they relate to your product or service, identify your target market, and create a customer profile. You may choose to work by yourself for this project or with ONE other person. Both partners must contribute to the success of this presentation/project.

You will present your work to the class using a visual aid (Google Slides, PowerPoint, Prezi, etc). It is suggested that you create a written document or outline to help you flesh out your ideas. Provide details about each of the 4 P's in your marketing mix, your target market, and your customer profile. All products must be reviewed and approved by Mrs. Huff.

Important items to include in your written document:

- o What is your Product/Service? Include a unique brand name.
- o Describe your Marketing Mix: Product, Price, Promotion, and Place
- o Target Market - who are the people *most likely* to want to purchase this?
- o Customer Profile (must include at least):
  - 2 Geographic descriptors - where are your target customers located?
  - 5 Demographic characteristics
  - 3 Psychographic characteristics



Your presentation must include the following:

- o At least one slide for each topic (minimum of 6 slides)
- o Answer the following questions during your presentation as well:
  - How does the marketing mix affect the perception of the target market?
  - Which of the 4 P's is most important to your company/product/service? Why?
  - Do the target market and marketing mix align?

Include a title slide, a slide for each of the 4 P's, the target market, and the customer profile. Please include each person's name on your project. Quality Counts - be sure your presentation is professionally formatted with proper grammar and correct spelling. If you have any questions about the format of the project, ask Mrs. Huff. You can also refer to the rubric below to see how you will be scored. This Summative assessment is worth up to 40 points. Use class time wisely and do your best work!

Name(s):

**Unit I Project Rubric**

	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>Total:</b>
<b>About the Product/ Service</b>	Unique brand name and detailed description of the product/service		Product/ Service description is included.		Product/ Service description is not included.	
<b>Product</b>	Product section is clearly labeled, defines the word, and thoroughly explains how it relates to the product/service.	Product section is included, defines the word, briefly explains how it relates to the product/service.	Product section is included and defined.	Product section is briefly included.	Product section is not included.	
<b>Price</b>	Price section is clearly labeled, defines the word, and thoroughly explains how it relates to the product/service.	Price section is included, defines the word, briefly explains how it relates to the product/service	Price section is included and defined.	Price section is briefly included.	Price section is not included.	
<b>Place</b>	Place section is clearly labeled, defines the word, and thoroughly explains how it relates to the product/service.	Place section is included, defines the word, briefly explains how it relates to the product/service	Place section is included and defined.	Place section is briefly included.	Place section is not included.	
<b>Promotion</b>	Promotion section is clearly labeled, defines the word, and thoroughly explains how it relates to the product/service.	Promotion section is included, defines the word, briefly explains how it relates to the product/service	Promotion section is included and defined.	Promotion section is briefly included.	Promotion section is not included.	
<b>Target Market</b>	The target market section is clearly labeled, defined, and explained thoroughly.	The target market section is included and defined with some detail.	The target market section is included and defined.	The target market section is briefly included.	The target market section is not included.	

Marketing I Unit I Project

Name(s):

<b>Customer Profile</b>	The customer profile section is clearly labeled, defined, and detailed. Includes required # of demographic, psychographic, and geographic characteristics.	The customer profile section is included and defined with some detail.	The customer profile section is included and defined.	The customer profile section is briefly included.	The customer profile section is not included.	
<b>Grammar &amp; Spelling</b>	0-3 spelling and grammar mistakes	4-8 spelling and grammar mistakes	9-13 spelling and grammar mistakes	14-18 spelling and grammar mistakes	More than 19 spelling and grammar mistakes	
<b>Professional Presentation</b> (x2 points)	All group members showed enthusiasm and presented their work in a professional manner.	Presentation was organized / some details were added through speech. Did not just read slides to audience.	Group members rushed through presentation / did not adequately cover all required elements.	Presenters simply read slides to us / did not add any interesting details or info.	Poor / did not present to class.	
<b>Total:</b>						<b>/40</b>

**Comments:**

**Grade:**

\_\_\_\_\_