

Marketing Project (100 points)

The project is designed to allow students (you) to experience all the stages of marketing virtually, as students (you) create a marketing plan for an idea, product or service. Students will (you will) create an idea, product, or service that you will market to the public. The project is divided into stages which will give the students (you) the opportunity to formulate the most effective way to implement the 4 P's to ensure marketing success.

Each stage will have a list of questions which students (you) will have to answer in order to get full credit for that stage.

Project stage 1: 25pts

Create a product, service, or idea. 22pts

What is the idea product or service you plan to offer? 2pts

Describe the item you are planning to offer to the public. 5pts

Explain the two main things that makes your offering unique. 5pts

Is the offering a new product, idea, or service? 2pts

Is the offering and improvement on an existing, product, service, or idea? 3pts

Why would your offering be viewed as valuable to the public? 5pts

Structure and organization. 3pts

Use actual data to determine if the product will be successful. Compare to offerings that are similar. Cite using APA style. 1.5pts

Questions were answered in paragraph form 1.5pts

Items to answer	Excellent	Good	Fair	Poor
What is the idea product or service you plan to offer?	Idea. product, or service was clearly explained with all details 2pts	Idea. product, or service was explained with most details 1.5pts	Idea. product, or service was somewhat explained with some details 1pt	Idea. product, or service was not explained with no details 2-0pts
Describe the item you are planning to offer to the public.	The item was clearly described, and the item is logical 5pts	The item was described, and the item is logical 4pts	The item was somewhat described, and the item is logical 2pts	The item was not described, and the item is not logical 1-0pts
Explain the two main things that makes your offering unique.	Explained the two main things that makes the offering unique clearly. 5pts	Explained the two main things that makes the offering unique. 4pts	Explained one thing that makes the offering unique clearly. 2pts	Did not explain the two main things that makes the offering unique clearly. 1-0pts
Is the offering a new product, idea, or service? 2pts	Explained clearly reason why the offering would be considered a new product with references.	Explained reasons why the offering would be viewed as valuable supported and cited	Explained at least three reason why the offering would be viewed as valuable with on references	Student did not explain at least reason why the offering would be viewed as valuable
Why would your offering be viewed as valuable to the public? 5pts	Explained at least three reasons why the offering would be viewed as valuable	Explained two reasons why the offering would be viewed as valuable	Explained one reason why the offering would be viewed as valuable	No reason was given or not clearly explained why the offering would be viewed as valuable
Organization	All questions were answered in paragraph form	Most of the questions were answered in	Some of the questions were answered in	None of the questions were not answered in

	1.5pts	paragraph form 1pt	paragraph form .5pts	paragraph form 0pts
Mechanics	Flawless spelling and punctuation. 1.5pts	Few or no spelling errors; some minor punctuation mistakes. 1pt	Several spelling and punctuation errors. .5pts	Many instances of spelling and punctuation errors. 0pts

Project stage 2: 25 pts

Marketing Plan. 22pts

What is your company's goals and objective? 5pts

What type of business are you? 2pts

What are you going to do to accomplish your goal and objectives? 5pts

Create a SWOT analysis to determine the internal strengths and weakness and external opportunities and threats. 10pts (Table form, see page 31 in textbook)

Structure and organization. 3pts

Use actual data to determine if the product will be successful. Compare to offerings that are similar. Cite using APA style. 1.5pts

Questions were answered in paragraph form. 1.5pts (except SWOT)

Items to answer	Excellent	Good	Fair	Poor
What is your company's goals and objective?	The company's goals and objective were clearly stated 5pts	The company's goals and objective were somewhat stated 4pts	The company's goals and or objective were clearly stated 2pts	Neither the company's goals and objective were clearly stated 1-0pts
What type of business are you?	The type of business was clearly described, and is logical 2pts	The type of business was described, and is logical 1.5pts	The type of business was somewhat described, and is logical 1pt	The type of business was not described .5-0pts
What are you going to do to accomplish your goal and objectives?	Explained the three things they are going to do to accomplish they goal and objectives 5pts	Explained the two things they are going to do to accomplish they goal and objectives 4pts	Explained one thing they are going to do to accomplish they goal and objectives 2pts	Did not explain the things they are going to do to accomplish they goal and objectives 1-0pts
Create a SWOT analysis to determine the internal strengths and weakness and external opportunities and threats. (Table form, see page 31 in textbook)	Create a logical SWOT analysis to determine the internal strengths and weakness and external opportunities and threats. Similar to Table on page 31 in textbook. 10pts	Create a logical SWOT analysis to determine the internal strengths and weakness and external opportunities and threats. Not similar to Table on page 31 in textbook. 7.5pts	Create a SWOT analysis to determine the internal strengths and weakness and external opportunities and threats. Not similar to Table on page 31 in textbook. 5pts	Student did not create a logical SWOT analysis to determine the internal strengths and weakness and external opportunities and threats. Not similar to Table on page 31 in textbook. 2.5pts
Organization	All questions were answered in paragraph form 1.5pts	Most of the questions were answered in paragraph form 1pt	Some of the questions were answered in paragraph form .5pts	None of the questions were not answered in paragraph form 0pts

Mechanics	Flawless spelling and punctuation. 1.5pts	Few or no spelling errors; some minor punctuation mistakes. 1pt	Several spelling and punctuation errors. .5pts	Many instances of spelling and punctuation errors. 0pts

Project stage 3: 25pts

Analyzing the marketing environment. 22pts

Who is your target market? For example, parents, spiritual individuals, teachers, doctors, celebrities, etc. 2pt

Is your target market gender specific? 2pts

Is your target market age specific? 2pts

Is your target market of a specific financial status? 2pts

Does your target market possess a certain talent or quality? 2pts

Where can you find a majority of your target market? 2pts

Based on your offering and your target market, explain which of the 4P's would be the most important. 5pts

Explain which form of advertising would be more profitable and why? 5pts

Structure and organization. 3pts

Use actual data to determine if the product will be successful. Compare to offerings that are similar. Cite using APA style. 1.5pts

Questions were answered in paragraph form. 1.5pts

Items to answer	Excellent	Good	Fair	Poor
Who is your target market? Is your target market gender specific? Is your target market age specific? Is your target market of a specific financial status?	Student clearly explained with example the target market; whether gender specific, age specific, and of a certain financial status. 8pts	Student explained the target market; whether gender specific, age specific, and of a certain financial status. 6pts	Student explained aspects of the target market, but did not answer all areas asked; whether gender specific, age specific, and of a certain financial status. 4pt	Student did not explain anything regarding the target market; whether gender specific, age specific, and of a certain financial status. 2pts-0
Does your target market possess a certain talent or quality?	Student clearly explained with example whether or not their target market possess a certain talent or quality. 2pts	Student explained whether or not their target market possess a certain talent or quality. 1.5pts	Student somewhat explained whether or not their target market possess a certain talent or quality. 1pt	Student did not clearly explain whether or not their target market possess a certain talent or quality. .5-0pts
Where can you find a majority of your target market?	Student clearly explained with example where customers can find a majority of your target market. 2pts	Student clearly explained where customers can find a majority of your target market. 1.5pts	Student explained where customers can find a majority of your target market. 1pt	Student not explained where customers can find a majority of your target market. .5-0pts
Explain which of	Student clearly	Student clearly	Student explained	Student did not

the 4P's would be the most important.	explained with examples which of the 4P's would be the most important based on the product and the target market. 5pts	explained which of the 4P's would be the most important based on the product and the target market. 4pts	which of the 4P's would be the most important based on the product and the target market. 2pts	explain which of the 4P's would be the most important based on the product and the target market. 1-0pts
Explain which form of advertising would be more profitable and why?	Student clearly explained with examples which form of advertising would be more profitable and why. 5pts	Student clearly explained which form of advertising would be more profitable and why. 4pts	Student explained which form of advertising would be more profitable and why 2pts	Student did not explain which form of advertising would be more profitable and why 1-0pts
Organization	All questions were answered in paragraph form 1.5pts	Most of the questions were answered in paragraph form 1pt	Some of the questions were answered in paragraph form .5pts	None of the questions were not answered in paragraph form 0pts
Mechanics	Flawless spelling and punctuation. 1.5pts	Few or no spelling errors; some minor punctuation mistakes. 1pt	Several spelling and punctuation errors. .5pts	Many instances of spelling and punctuation errors. 0pts

Project stage 4: 25pts

Advertising plan. 22pts

Explain where your target audience could obtain your product, service, or idea. 2pts

Describe four types of advertisement that you know of. 5pts

Use data to justify which form of advertisement has proven to be the most effective. 5pts

State four types of product, service, or idea that would benefit best from social media marketing. 5pts

Explain which two, out of the four that you described above, you would use to inform your target audience. (Money is not an option, spare no expense on advertising.) 5pts

Structure and organization. 3pts

Use actual data to determine if the product will be successful. Compare to offerings that are similar. Cite using APA style. 1.5pts

Questions were answered in paragraph form. 1.5pts

Items to answer	Excellent	Good	Fair	Poor
Explain where your target audience could obtain your product, service, or idea.	Student clearly explained with examples where your target audience could obtain your product, service, or idea. 2pts	Student clearly explained where your target audience could obtain your product, service, or idea. 1.5pts	Student explained where your target audience could obtain your product, service, or idea. 1pt	Student did not explain where your target audience could obtain your product, service, or idea. .5-0pts
Describe four types of advertisement that you know of.	Student clearly described with examples four types of	Student clearly described with examples three types of	Student clearly described with examples two types of advertisement.	Student clearly described with examples one type of advertisement. 1-

	advertisement. 5pts	advertisement. 4pts	2pts	0pts
Use data to justify which form of advertisement has proven to be the most effective.	Student used data to justify which form of advertisement has proven to be the most effective. 5pts	Student justified which form of advertisement has proven to be the most effective. 4pts	Student somewhat justified which form of advertisement has proven to be the most effective. 2pts	Student did not data to justify which form of advertisement has proven to be the most effective. 1-0pts
State four types of product, service, or idea that would benefit best from social media marketing.	Student with examples clearly stated four types of product, service, or idea that would benefit best from social media marketing. 5pts	Student clearly stated four types of product, service, or idea that would benefit best from social media marketing. 4pts	Student stated two or three types of product, service, or idea that would benefit best from social media marketing. 2pts	Student did not clearly state four types of product, service, or idea that would benefit best from social media marketing. 1-0pts
Explain which two, out of the four advertisement that you described above, you would use to inform your target audience. (Money is not an option, spare no expense on advertising.)	Student clearly explained with examples which two, out of the four advertisements that you described above, you would use to inform your target audience. 5pts	Student clearly explained which two, out of the four advertisements that you described above, you would use to inform your target audience. 4pts	Student explained which advertisement would be used to inform your target audience. 2pts	Student did not clearly explained with examples which two, out of the four advertisements that you described above, you would use to inform your target audience. 1-0pts
Organization	All questions were answered in paragraph form 1.5pts	Most of the questions were answered in paragraph form 1pt	Some of the questions were answered in paragraph form .5pts	None of the questions were not answered in paragraph form 0pts
Mechanics	Flawless spelling and punctuation. 1.5pts	Few or no spelling errors; some minor punctuation mistakes. 1pt	Several spelling and punctuation errors. .5pts	Many instances of spelling and punctuation errors. 0pts