


TARGET MARKET PROJECT EVALUATION



Name(s): _____

Date: _____ Period: _____

| Description |  | Points Possible | Points Earned |
|--------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------|---------------|
| Written Report (submitted in a report folder) | | | |
| A. Target Market | | 50 | |
| B. SWOT Analysis | | | |
| C. Marketing Mix | | | |
| Be sure to incorporate specific marketing terms & concepts | | | |
| Product Decisions | | | |
| Price Decisions | | | |
| Place Decisions | | | |
| Promotion Decisions | | | |
| Slogan/Example of Promotion (4 c & d) | | 25 | |
| Product Prototype | | 25 | |
| Presentation | | 50 | |
| Professionalism | | | |
| Clear objective | | | |
| Confidant presenter(s) | | | |
| Animated; kept audience interested | | | |
| Controlled the presentation | | | |
| Good communication | | | |
| Knowledgeable | | | |
| Visual Aid Constructed with care and used effectively | | 25 | |
| Professional Dress | | 25 | |
| TOTAL | | 200 | |

Comments: