

TARGET MARKET PROJECT EVALUATION



Name(s): _____

Date: _____ Period: _____

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