

		EMERGING	DEVELOPING	PROFICIENT	EXTENDING	Mark
4P Strategies (Final project assessment worksheet – filled in as we learn)		I can name the 4 P's of marketing.	I can give an example of how each 4 P is used in a retail setting and describe at least one strategy for each.	I can successfully implement one of the 4Ps and its strategies in a retail setting.	I can expertly implement one of the 4Ps and its strategies in a retail setting, connecting it to the other 4 P's for a unified marketing strategy.	/20
Final Product	Product			I can use market research to design and order products that customers value		/20
	Price			I can use various pricing strategies to sell products and keep accurate financial records to determine our bottom line		
	Place			I can design and build a pop-up shop that uses various visual display strategies to show customers our products		
	Promotion			I can use visual communication guidelines to create promotional materials that encourage people to move through the AIDA funnel.		
Personal Sales Skills		I can practice various sales techniques on my classmates.	I can attempt at least one sales technique on a real customer.	I can practice multiple sales techniques on real customers and improve my skills with each opportunity.	I can confidently use multiple sales techniques that lead real customers through the full sales cycle.	/10
Group Collaboration and Application of Learning (assessed at the end of each week by the student & me. 6 weeks x 4 points)		I knew what I should have been working on. I completed at least one of my tasks per week.	I focused for short periods of time. I completed some of my tasks during class. I participated in group discussions.	I completed the tasks on my to-do list for the week. I engaged in beneficial group discussions. I treated others with respect.	I did some of my very best work. I helped other group members complete their work (after I had completed mine). I lead discussions. I helped keep others on track.	/24

COMMENTS:

FINAL MARK:

/ 74

%