

MIDDLE SCHOOL - MARKETING MIX CHALLENGE

Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product	0	1-5	6-10	11-15	
Price: description of selling price and pricing strategy	0	1-5	6-10	11-15	
Place: description of where product will be sold	0	1-5	6-10	11-15	
Promotion: description of advertising methods	0	1-5	6-10	11-15	
People: description of target market	0	1-5	6-10	11-15	
Demonstrates knowledge and understanding of marketing concepts	0	1-3	4-7	8-10	
Delivery					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1	2-3	4-5	
Subtotal					/100 max.
Penalty Deduct five (5) points for each instance of failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Comments					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____