Marketing 1
Formative Assessment
Chapter 21 Distribution

Imagine that you are the manufacturer of a product of your choice. Describe your product. Using the three levels of distribution intensity, briefly describe an advantage and a disadvantage for each. Then justify which level of intensity you would choose for your product. **Write your answer in complete sentences.**

Distribution Formative Assessment
Grading Rubric

Product Description	2	__
Named three levels of intensity	3	__
Advantage of each level	3	__
Disadvantage of each level	3	__
Justified level of intensity for product	3	__
Answer in complete sentences	3	__
Grammar and spelling correct.	3	__
Total Possible Points ……..	20	___

Distribution Formative Assessment
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