

Name:

Business Management & Leadership – Marketing Concepts	
Assessment: Marketing Mix	
Measurement Topic: The 4 P's	
4.0 - Advanced	In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.
3.0 - Proficient	<p>Student visual aid includes the following information:</p> <ol style="list-style-type: none"> 1. The previous marketing mix for the business 2. The student idea of the marketing mix 3. All elements of the marketing mix – product, price, promotion, place <p>Student exhibits no major errors or omissions. Student is able explain found information.</p>
2.0 - Basic	<p>The student exhibits no major errors or omissions regarding the simpler details and processes, such as...</p> <ol style="list-style-type: none"> 1. The previous marketing mix for the business 2. The student idea of the marketing mix 3. All elements of the marketing mix – product, price, promotion, place
1.0	With help, the student demonstrates partial understanding of some of the score 2.0 elements and some of the score 3.0 elements.
0.0	Student demonstrates no understanding or skill. (Not submitted so unable to assess)