



Marketing Plan W21

Activity: Marketing Project Report & Worksheets

Course: MKT1040-21W-Sec15-Marketing I

Name: Ketul Pareshkumar Adesara

Criteria	Level 5 20 points	Level 4 18 points	Level 3 16 points	Level 2 14 points	Level 1 12 points	Minimum 10 points	Incomplete 0 points	Criterion Score
Intro & SWOT, Conclusion		✓						18 / 20
Criterion Feedback Good intro and very detailed analysis of SWOT and environment.								
Target Market Profile & Persona, Positioning & Positioning Map.			✓					16 / 20
Criterion Feedback Good work on the persona and positioning map, some more detail is needed about the target market.								
Product & Pricing Strategy		✓						18 / 20
Criterion Feedback Unique and impressive product strategy, definitely a good idea for the college market. Well done on the sample menu and discussion of pricing approach.								
Promotion & Place Strategy	✓							20 / 20
Criterion Feedback Very well done, lots of good ideas and detailed description of the promotions to be used.								
Formatting, Appearance, References & Sourcing		✓						18 / 20

Criteria	Level 5 20 points	Level 4 18 points	Level 3 16 points	Level 2 14 points	Level 1 12 points	Minimum 10 points	Incomplete 0 points	Criterion Score
<p>Criterion Feedback</p> <p>Add a cover page at the beginning, good work including an index but put this on a separate sheet as well. Overall the formatting looks good, well done using some colour and pictures but still a professional looking report. Good work using citations throughout the report, well done list of references. Again references should be moved to a separate page.</p>								
Market ing Plan Works heets								20 / 20
<p>Criterion Feedback</p> <p>Excellent work, very through analysis and great details in all sections!</p>								
Power Point Slides								20 / 20
<p>Criterion Feedback</p> <p>Excellent work, very fun and exciting visuals and a good summary of the marketing project topics.</p>								

Total	130 / 140
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Overall Score

Level 4 

Level 3

Level 2

Level 1