

Marking schedule - Product, Price, Place, Promotion

Kia ora 10BUS2 students.

Please try to finish several paragraphs explaining the Product element of the Marketing Mix for your product

Below is part of the assessment 1 marking schedule.

When we mark your final assessment, we'll judge your Product section using this marking schedule.

1. Product	N	A	M	E
a) Describe the product.				
b) Fully explain the product's unique selling point.				
c) Fully explain one feature of the product's physical packaging.				
d) Draw a product life cycle diagram and plot the current position of your product.				
e) Explain the reason(s) for your choice of position of your product on the product life cycle.				

2. Price				
a) State the price of the product.				
b) Identify and compare the price with at least two competitors' products (include graph).				
c) Fully explain the reasons for the prices of the different products shown on your graph.				
d) Identify and fully explain the product's pricing strategy.				

3. Place				
a) Identify places where the product can be purchased				
b) Identify and fully explain the main channel of distribution.				
c) Fully explain the impact that these channels may have on sales? On the brand?				

4. Promotion				
a) Describe three characteristics of the target market.				
b) Fully explain the methods used within the promotion strategy.				
c) Fully explain how the promotion strategy appeals to the target market.				

You can see that:

- **'Describe'** and **'Draw'** questions only enable you to show At (Achieved) level understanding.
- **'Explain'** questions enable you to show At (Achieved) or Above (Merit) level understanding.
- **'Fully Explain'** questions enable you to show At, Above or Beyond level understanding.

To help you, you can look at:

- The notes in Mission Heights Online (Term 1, Weeks 10 & 11)
- The 3 GDocs in GClassroom on Writing Paragraphs
- The past students' assessments that are available in class
- Asking a friend to mark your work using the Marking Schedule and SEXY paragraph format