**Your Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Superhero Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing Principles**

**Rubric for Superhero Assignments**

**(6 Grades)**

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| Requirements | Grade |
| 1. Superhero Xbox Cover (**Grade)**    1. Picture of you as a superhero – use Photoshop |  |
| 1. Action figure and Box Cover **(Grade)**    1. Front – Window with action figure, logo    2. Back – Story of action figure, picture, bar code    3. Sides – Additional info, merchandise, social media handles, etc. |  |
| 1. Distribution Definitions – submit to Canvas (**Grade turn into Canvas)** |  |
| 1. Choose a foreign county to market your superhero **(Grade turn into Canvas)**    1. Identify 5 cultural marketing mistakes for the foreign country    2. Cite sources for cultural differences |  |
| 1. International Distribution Offensive Commercial – Screencast- **(Grade turn into Canvas)**    1. Only 2 people in a group |  |
| 1. PowerPoint Presentation - ESOMIE   **(Grade turn into Canvas)**   * 1. Title Slide   2. Executive Summary   3. Situational Analysis   4. Objectives   5. Marketing Mix (5 Ps)      1. People      2. Product & Product Life Cycle      3. Pricing Strategy – list 6 steps show how you determined the price      4. Placement – See info from Distribution definitions      5. Promotion   6. Implementation   7. Evaluation and Control |  |