**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
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| 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.
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| 1. Distribution Definitions – submit to Canvas (**Grade turn into Canvas)**
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| 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
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| 1. International Distribution Offensive Commercial – Screencast- **(Grade turn into Canvas)**
	1. Only 2 people in a group
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| 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
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