**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_ Class Pd: \_\_\_\_\_\_\_\_**

In marketing, the goal is to meet customer needs and make a profit. To reach this goal, marketers create a plan of action using the four elements called the Four Ps. The Four Ps are product, place, price, and promotion.

**Goal:** Present the Four Ps for one product. **Resources:** Internet and Google Slides

**Choose a Product**

* Choose a product that is currently in the marketplace. It can be a good or a service. Include pictures of the product.

**Gather Information**

* Write a description of the product you chose. Include the size, color, flavor, or other features. Describe it so that someone could find it without a photograph.
* List the places where the product is sold. List at least three places. You can include a Web site.
* Find the product’s price. Match price to three places product is sold. If the price varies with place, indicate the place where each price was found.
* Find two advertisements for the product (examples of promotion), i.e. website, tv commercial, newspaper ad, sales ad, etc.

**Present the Information**

* Present the information as 4 Google slides.

**Rubric**

|  |  |  |
| --- | --- | --- |
| Item | Points | Due Date |
| Product | 15/ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Description of product | 15 / \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Places product is sold (3) | 15 / \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Product prices (3) | 15/ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Advertisement | 15/ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Presentation in Google Slides (4 slides) | 25/ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| **Total Points** | 100 / \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | First 10 minutes of class on: |