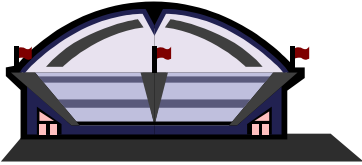


Name _____

1. Identify one sports or entertainment marketing event. On the piece of construction paper provided, draw a picture representing this event. (Ex. If the event is a sporting event or a concert, draw a field, stadium, or venue where the event would be held. If the event is a circus, a "big top" or tent could be used.)



2. Identify four icons related to this event that will reflect the 4 P's of marketing. Draw these icons around the picture of your event. (Ex: a ticket, instruments, equipment, jerseys, etc.)

3. For each of the smaller pictures, label them with one of the 4 P's and give the definition of that "P". Also give an example of that "P" relating to the specific industry. Do this for each of the four P's.



4. You will be graded using the rubric found below. Also, be prepared to present your collage to the class.

THE 4 P'S OF MARKETING – MARKETING MIX COLLAGE EVALUATION FORM

Evaluation Criteria	Excellent 4	Good 3	Fair 2	Poor 1	Weight	Score
Definition of 4 P's (marketing mix)	Definitions are thorough and accurate	Definitions are unclear	Definitions are incomplete	No definitions are present	X3	
Relevant examples of element of marketing mix	All example are complete and relevant	Examples are complete, but lack relevance	Examples are incomplete and lack relevance	Example is neither complete nor relevant	X3	
Neatness & Organization	Project is neat, organized and easy to read	Project is organized but lacks neatness	Project lacks neatness and organization	Project is illegible due to lack of neatness and organization	X2	
Comments:					Total Possible Points:	Total Score:
					<u>32</u>	<u> </u>