

7 Core Functions of Marketing

Poster / Web – 20 points

Objective: Identify and explain the Seven (7) Core Functions of Marketing.

Scoring:

- _____ Each core function is clearly identify and explained. (7 points – 1 point each)
- _____ One picture representing each core function is include on the poster. (7 points – 1 point each)
- _____ The poster is neat, organized, and looks professional. (5 points)
- _____ Attach this scoring sheet to your poster. (1 point)

