Cupcake challenge Rubric

Task 1 – watch celebrity apprentice cupcake episode

Celebrity Apprentice Cupcake Challenge

Mens team Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ladies team Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Team Leaders\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the task?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is ladies strategy?

What is Mens’ strategy?

Product\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Price\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Promotion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which team did the best? Why?

## Task 2

In teams of 6 create a plan to sell the most cupcakes during\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Materials:

Marketing Plan:

Price

Place

Promotion:

Product

## Task 3

Create a word doc

Write an analysis of your team's performance in the cupcake challenge

Be sure to include the following

Describe your marketing mix - each of the 4 P's

* product
* place
* price
* promo

What did your customers do?  what did they say?

How many cupcakes did you sell?

What did the competition do?

What would you change to do better next time?  why?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Team evaluation** | 20-15 | 14-10 | 9-5 | 4-1 | No effort |
| All tasks complete and correct and on time |  |  |  |  |  |
| Professional and organized |  |  |  |  |  |
| Used team skills to work well in a group |  |  |  |  |  |
| Applied learned marketing techniques |  |  |  |  |  |
| Authentic analysis of event and performance |  |  |  |  |  |
|  |  |  |  |  |  |
| Total 100 |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Individual evaluation** | 20-15 | 14-10 | 9-5 | 4-1 | No effort |
| All tasks complete and correct and on time |  |  |  |  |  |
| Made a significant contribution to the team |  |  |  |  |  |
| Used team skills to work well in a group |  |  |  |  |  |
| Applied learned marketing techniques |  |  |  |  |  |
| Authentic analysis of event and performance |  |  |  |  |  |
|  |  |  |  |  |  |
| Total 100 |  |  |  |  |  |