|  |  |  |  |
| --- | --- | --- | --- |
| Student: |  |  |  |
| Onderwerp: | Onvoldoende (0) | Voldoende (1) | Goed (2) |
| Uitgangssituatie |  |  |  |
| SWOT Analyse |  |  |  |
| Concurentieanalyse |  |  |  |
| Marketingdoelstellingen |  |  |  |
| Marketingstrategie |  |  |  |
| Storytelling |  |  |  |
| category management |  |  |  |
| new media |  |  |  |
| e-commerce |  |  |  |
| Budget |  |  |  |
| Meetmomenten en evaluatie |  |  |  |
| Score |  |  |  |

Totaal:

Cijfer: zie score tabel

