| **Unit 6 Assignment Grading Rubric**  **Criteria:** | **Percent Possible:**  **100%** | **Points Possible:**  **100** | **Points Earned:** |
| --- | --- | --- | --- |
| Specific Paper Objectives: Addresses the Assignment Checklist (80%) items correctly and demonstrates analysis and critical thinking regarding the provided case study and research: | 80% |  |  |
| * State the pros and cons of a multinational retailer expanding into China via franchising. |  | 20 |  |
| * State the pros and cons of Yum! Brands developing their own stores vs. franchising to sell to the market in China. |  | 20 |  |
| * States whether Yum! Brands should modify their menu to fit Chinese tastes? If yes, how? |  | 10 |  |
| * Should Yum Brands use a single or multichannel strategy in China? Why or why not? |  | 10 |  |
| * Comment on Yum! Brands’ strategy of franchising their Chinese stores after they have been company owned for 1 year or have become profitable. |  | 20 |  |
| **Subtotal:** |  | **80** |  |
| **Writing Style, Grammar, APA (20%)** |  |  |  |
| Grammar and spelling are correct. |  | 10 |  |
| Submits a 2–3-page informative essay using logical transitions, and in APA format. |  | 10 |  |
| **Total Assignment Score:** | **Percent Possible: 100%** | **Total Points Possible: 100** | **Total Points Earned:** |