

<b>Unit 10 Assignment Grading Rubric</b>	<b>Percentage</b>	<b>Points Possible</b>	<b>Points Earned</b>	<b>Comments</b>
Points are based on correct and thorough responses to the checklist items using critical analysis.				
<ul style="list-style-type: none"> <li>• What promotional tools will you recommend to the owner of RJ's that will increase customer loyalty and promote the grand opening?</li> </ul>		9		
<ul style="list-style-type: none"> <li>• What goals do you have for these promotional tools?</li> </ul>		9		
<ul style="list-style-type: none"> <li>• How will personal selling be used in the company?</li> </ul>		9		
<ul style="list-style-type: none"> <li>• How would you continue to use these promotional tools after the grand opening to promote customer loyalty?</li> </ul>		9		
<b>Subtotal:</b>	80%	<b>36</b>		
Correct spelling and grammar in a 2–3 page paper APA formatted and citation styled paper with correct spelling and grammar.		9		
<b>Subtotal:</b>	20%	<b>9</b>		
Total Points	100%	<b>Possible points total: 45</b>	<b>Total Points Earned:</b>	