

<b>Unit 9 Assignment Grading Rubric</b>  Points are based on correct and thorough responses to the checklist items using critical analysis.	<b>Percentage</b>	<b>Points Possible</b>	<b>Points Earned</b>	<b>Comments</b>
<ul style="list-style-type: none"> <li>• State the purpose of the sampling.</li> </ul>		6		
<ul style="list-style-type: none"> <li>• Explain how the sampling of the product as well as the coupons in the aisle impacted your desire to buy the products being offered.</li> </ul>		6		
<ul style="list-style-type: none"> <li>• Discuss the types of coupons offered as well as how it was offered.</li> </ul>		6		
<ul style="list-style-type: none"> <li>• Describe the way the sample was offered to the public.</li> </ul>		6		
<ul style="list-style-type: none"> <li>• Explain whether you purchased the product due to the coupon or sample and why.</li> </ul>		6		
<ul style="list-style-type: none"> <li>• Finally state your evaluation of the product's promotion through sampling and coupons.</li> </ul>		6		
<b>Subtotal:</b>	80%	36		
Correct spelling and grammar in a 2–3 page paper with an additional title and references page in APA format and citation style.		9		
<b>Subtotal:</b>		9		

Total Points	100%	Possible points total: 45	Total Points Earned:	
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