| **Unit 6 Assignment Grading Rubric**  **Criteria:** | **Percent possible:**  **100%** | **Points possible:**  **75** | **Points earned:** |
| --- | --- | --- | --- |
| Response addresses the checklist items and the scenario provided, demonstrating analysis and critical thinking: |  |  |  |
| 1. Identifies either a consumer or business market. |  | 10 |  |
| 2. Describes bases for segmenting the market (e.g., demographics). |  | 10 |  |
| 3. Identifies segmentation descriptors (e.g., age, occupation, income). |  | 10 |  |
| 4. Explains rationale for the segmentation descriptors. |  | 10 |  |
| 5. Describes a target market. |  | 10 |  |
| 6. Identifies a marketing mix (product, place, promotion, price). |  | 10 |  |
| **Subtotal:** |  | 60 |  |
| Uses correct business memo writing style, spelling, and grammar in a minimum of 500 words using 6th edition APA format and citation style. |  | 15 |  |
| **Total Score:** | **Percent possible: 100%** | **Total points possible:** **75** | **Total points earned:** |