| **Unit 7 and 8 Assignment Grading Rubric**  **Criteria:** | | **Percent possible:**  **100%** | | **Points possible:**  **75** | | **Points earned:** | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Response addresses the checklist items regarding a choice of one of five products provided, demonstrating analysis and critical thinking: | |  | |  | |  | |
| **Part 1: Unit 7** | |  | |  | |  | |
| * Describes the type of product selected and includes product attributes like quality, features, benefits, style, and design. | |  | | 7 | |  | |
| * Provides a proposed product line (depth) and product mix (the 4P’s; width) for the chosen good. | |  | | 7 | |  | |
| * Describes the elements of the product’s branding. | |  | | 6 | |  | |
| * Provides a packaging plan and any warranty or copyright involved. | |  | | 6 | |  | |
| **Part 2: Unit 8** |  | |  | |  | |
| * Explains the different distribution models available for getting the product from the producer to the consumer. | |  | | 7 | |  | |
| * Using scholarly research, explains the advantages and disadvantages of using intermediaries. | |  | | 7 | |  | |
| * Considering factors such as the brand and target audience, explains what type of retailers would be the best match for the new product. Explains why. | |  | | 7 | |  | |
| * Provides a distribution model that would be most effective for the organization of the new product and explains why. | |  | | 7 | |  | |
| * Explains the new proposed model of distribution. | |  | | 6 | |  | |
| **Subtotal:** | |  | | 60 | |  | |
| Provides an original minimum 3-page paper with additional title and reference pages using APA format and citation style. Provides 2–3 short in-text citations, direct quotes, or paraphrases from research. | |  | | 15 | |  | |
| **Total Score:** | | **Percent possible: 100%** | | **Total points possible:** **75** | | **Total points earned:** | |