

Unit 7 Assignment 2 Grading Rubric	Percentage	Points Possible	Points Earned	Comments
Points are based on correct and thorough responses to the checklist items using analysis and critical thinking.				
<ul style="list-style-type: none"> Differentiate between a global marketing strategy and an international marketing strategy to market toys. 		8		
		8		
Subtotal:	80%	16		
Correct spelling and grammar – Cite any references used in APA format and style.		4		
Subtotal:	20%	4		
Total Points	100%	Possible points total: 20	Total Points Earned:	