

Assignment Grading Rubric

Course: GB530 Unit: 1 Points: 85

The Assignment in this unit is to complete a component of a Brand Extension Marketing Plan for one new product on the behalf of an existing for-profit organization.

The components of your Brand Extension Marketing Plan for Unit 1 are evaluated using this rubric.

Unit 1 Brand Extension Marketing Plan Assignment Criteria	Possible Points
<ul style="list-style-type: none">Identified a new product that will generate revenue for which you will prepare a marketing plan and strategy. You gave the product a name and described it. <i>Received your Instructor's approval for the project.</i>	20
<ul style="list-style-type: none">Looked up brand extension in your Kotler text and defined how your product fits this definition. Defined your brand as a line or category extension.	15
<ul style="list-style-type: none">Stated how information will be acquired to prepare the brand extension marketing plan and described what research you will undertake.	15
<ul style="list-style-type: none">Described the key customer market for the product.	10
<ul style="list-style-type: none">Identified whether the new product be marketed domestically or globally.	5
<ul style="list-style-type: none">Clear business writing. APA Formatting, spelling, and grammar are acceptable.	20
Total	85