

# Assignment Grading Rubric

Course: GB530 Unit: 5 Points: 160

The Assignment in this unit is to complete and submit an entire Brand Extension Marketing Plan (BEMP) on the behalf of an existing for-profit organization.

Your entire Brand Extension Marketing Plan for Unit 5 will be evaluated using this rubric.

Unit 5 Brand Extension Marketing Plan Assignment Rubric Criteria	Possible Points
<ul style="list-style-type: none"><li>• <b>Executive Summary:</b> In 4–6 paragraphs summarize your Brand Extension Marketing Plan. Be sure to include: product, benefits, target markets, customer needs, value proposition, sales projections, when you project to break-even, and your keys to success.</li></ul>	23
<ul style="list-style-type: none"><li>• <b>Situation Analysis:</b> A 1-paragraph summary of the current situation.</li><li>• <b>Market Summary:</b> Include target customers and projections for growth.</li><li>• <b>Market Demographics:</b> Identify in some detail demographics, geographics, and psychographics.</li><li>• <b>Market Needs:</b> Discuss which benefits are important and your customer needs.</li><li>• <b>Market Trends:</b> Identify and explain at least three trends.</li><li>• <b>Market Growth:</b> Describe the growth of the market and provide evidence.</li><li>• <b>SWOT Analysis:</b> Strengths, weaknesses, opportunities, and threats.</li><li>• <b>Competition:</b> Describe competition; describe marketing mix of a main competitor.</li><li>• <b>Product Offering:</b> Listing of the products you now offer and explanation of how the new product fits with these.</li><li>• <b>Keys to Success:</b> Three factors that will determine your success.</li><li>• <b>Critical Issues:</b> Leveraging SWOT strengths and weaknesses.</li></ul>	25
<ul style="list-style-type: none"><li>• <b>Mission:</b> Establish fundamental goals for the quality of your business offering and customer satisfaction. Define your specific goals for this planning period.</li><li>• <b>Objectives:</b> Set specific marketing objectives. Include market share, market penetration, awareness, and customer acquisition plan. Identify a specific, measurable market share and size.</li><li>• <b>Target Markets:</b> Identify the specific target market segments. Included the rationale behind why these are the optimal target market segments.</li></ul>	10
<b>Marketing Mix:</b> <ul style="list-style-type: none"><li>• <b>Positioning:</b> Describe how your product/service meets the need(s) of your target market segments.</li><li>• <b>Product:</b> Clearly state what makes your product different from the competition and your most distinguishing feature. Clearly state what gives your product more value.</li><li>• <b>Price:</b> State how you will set the price of your product. State how you will determine what your product is worth. State how your pricing strategy will set you apart from the competition.</li><li>• <b>Place:</b> State how you plan to distribute your product. Identify whether you will be responsible for distribution or an outside firm, and why.</li><li>• <b>Promotion:</b> Describe what promotional vehicles are best to gain customer share for your product. Describe how you will evaluate the success (or failure) of your promotional objectives.</li><li>• <b>Marketing Research:</b> Describe in detail the kinds of marketing research you feel will be most effective and how you will evaluate the results.</li></ul>	22
<b>Financials</b>	35

<ul style="list-style-type: none"> <li>• <b>Break-Even Analysis:</b> Explain when you will break even. Include a breakeven table/chart. Explain the break-even table/chart.</li> <li>• <b>Sales Forecast:</b> Include your sales forecast for the first year by month. For the second and third years, include your forecasts by quarter. Identify the risks you face. Identify the most important components of sales performance.</li> <li>• <b>Expense Forecast:</b> List your expenses for the following items for the next three years: website, advertising, printed material, development of retail, channel, and other (list).</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Controls:</b> How will you monitor expenses/revenue? Identify what methods/reports and how often. How will you assess marketing effectiveness? How will you assess changes in the market environment?</li> </ul>	9
<ul style="list-style-type: none"> <li>• <b>Marketing Organization:</b> Roles and relationships in your marketing functions (who will be responsible and who will implement this BEMP?).</li> </ul>	8
<ul style="list-style-type: none"> <li>• <b>Contingency Planning:</b> Identify risks. How you will monitor risks? How you will adapt to adversity?</li> </ul>	8
<ul style="list-style-type: none"> <li>• <b>Content, Grammar, etc.:</b> Writing/style (clarity of expression; spelling; grammar).</li> </ul>	20
<b>Total</b>	<b>160</b>