

Assignment Grading Rubric

Course: GB530 Unit: 6 Points: 120

In this Assignment, you will apply what you have learned about marketing to develop a Personal Marketing Plan presentation using PowerPoint.

The components of your Personal Marketing Plan for Unit 6 are evaluated using this rubric.

Unit 6 Personal Marketing Plan Assignment Rubric Criteria	Possible Points
<ul style="list-style-type: none">• Vision: Strategic intent and your desired company and desired job.	15
<ul style="list-style-type: none">• Marketing Summary: SWOT analysis, your main competition, and your core competencies.	20
<ul style="list-style-type: none">• Target Markets: your chosen industry, demographics, and name of three possible firms and why.	15
<ul style="list-style-type: none">• Cultural Literacy: Describe the corporate culture of your desired company and desired job. Discuss how well you understand and will be able to participate with various cultures.	20
<ul style="list-style-type: none">• Positioning Statement: included abilities related to your career that you will offer to your target market; included personal characteristics; clearly stated why they should hire you.	15
<ul style="list-style-type: none">• Marketing Mix: described in some detail your 4 Ps as related to YOU.	15
<ul style="list-style-type: none">• Implementation: described in adequate terms how you will implement this plan.	10
<ul style="list-style-type: none">• Writing: appearance, grammar/spelling, organization.	10
Total	120