

GB530-3: Develop strategic marketing plans.

If work submitted for this Competency Assessment does not meet the minimum submission requirements, it will be returned without being scored.

CRITERIA	MET	NOT MET
Select a new product or service to extend the brand on behalf of an existing for-profit organization. Receive your instructor's approval for the project.		
Include an executive summary that summarizes your Brand Extension Marketing Plan as described in Item 1.0.		
Describe the Situation Analysis as described in Item 2.0-2.6.		
Explain the marketing strategy including the mission, objectives, target markets, and positioning strategy.		
[Include S.M.A.R.T. goals and the rationale behind why these are the optimal target market segments.]		
Describe the marketing mix (product, price, place, and promotion) for your Brand Extension Marketing Plan.		
[Provide marketing mix specifics including the price of the new product or service and a detailed promotional plan.]		
[Describe in detail the kinds of marketing research you feel will be most effective and how you will evaluate the results.]		
Provided detailed financials as described in Item 4.0-4.3.		
[Include rationale for sales forecast for the three years. Justified three year expenses for the following items: website, advertising, printed material, development of retail, channel, and other (list).]		
Describe the controls you will use to monitor, report, and assess your plan.		
Describe the marketing organization, roles, responsibilities, and functions.		
Discuss the contingency plan including risks.		
Overall # Bold Criteria Met/Not Met		
[Overall # Mastery Criteria Met/Not Met]		

The criterion statements in bold are the minimum requirement to show competent performance on the course outcome; all bold criteria must be met to pass this Course Outcome.

The criterion statements in [Brackets] represent mastery achievement. A predefined number of mastery criteria must be achieved to earn an A grade, indicating mastery of the Course Outcome.

CLA and Grade Criteria Chart

CRITERIA	CLA Score	Grade	Points
Meets all bold criteria and 2 or more of the mastery criteria	5	A	1,000
Meets all bold criteria and 0 to 1 of the mastery criteria	4	B	850
Meets 7 to 8 of the 9 bold criteria	3	Not yet competent (F at term end)	0
Meets 5 to 6 of the 9 bold criteria	2	Not yet competent (F at term end)	0
Meets 1 to 4 of the 9 bold criteria	1	Not yet competent (F at term end)	0
Meets no bold criteria	0	Not yet competent (F at term end)	0
No submission	NA	Not yet competent (F at term end)	0