

## Unit 10 Assignment Grading Rubric

Unit 10 Assignment: Promotion and Pricing	Percent possible	Points possible	Points Earned	Comments
<b>Content per Checklist</b>	<b>100%</b>	100		
Response addresses the checklist items and the scenario provided demonstrating analysis and critical thinking:	80%			
1. Specifies what code of conduct the company should institute to make sure that all personnel adhere to the founders' values in promoting and pricing the product at home and abroad.		12		
2. Provides an advertising campaign (using pioneering, competitive, or comparative advertising) using 3 different types of advertising.		12		
3. Provides a public relations strategy to promote the new product line while considering the social responsibility involved.		12		
4. Prepares 1 tool <u>each</u> for consumer sales promotion, personal selling, and social media.		10		
5. Describes how the AIDA concept stages are to be addressed.		10		
6. Explains three (3) possible pricing strategies and any discounts, rebates trade discounts, and/or allowances that would apply for this new line of life-saving products.		12		
7. Explains how he/she will determine a profit has been realized based on the pricing objectives.		12		
<b>Subtotal:</b>	80%	80		

Grammar and spelling		7		
A minimum of 10 slides in a PowerPoint presentation with audio and audio notes below each slide. Includes additional title and references slides using APA format.	20%	13		
	<b>Percent</b>	<b>Total Points possible</b>		
<b>Your Score:</b>	100%	100		