

Unit 2 Assignment Grading Rubric

Unit 2 Assignment: Marketing Strategy	Percent possible	Points possible	Points Earned	Comments
Content per Checklist	100%	100		
Response addresses the checklist items and the scenario provided demonstrating analysis and critical thinking:	80%			
1. Mission:				
<ul style="list-style-type: none"> Using Library resources, defines a market-oriented mission statement. 		5		
<ul style="list-style-type: none"> Writes a marketing oriented mission statement for the scenario business 		5		
2. Situation Analysis:				
<ul style="list-style-type: none"> Describes methods that could be used to identify the internal strengths and weaknesses of the business. 		5		
<ul style="list-style-type: none"> Identifies opportunities and threats to the business. 		5		
<ul style="list-style-type: none"> Identifies the competitive advantage against direct and non-direct competitors in the city nearest to where he/she lives. 		5		
<ul style="list-style-type: none"> Explains what advice he/she would give on how to build a sustainable competitive advantage for the business. 		5		
3: Marketing Objectives:				
<ul style="list-style-type: none"> Sets marketing objectives for the business 		5		
<ul style="list-style-type: none"> Identifies at least two SMART goals regarding marketing strategy 		5		
Subtotal:		40		

4. Marketing Strategy <ul style="list-style-type: none"> • Describes the target market for the business. 		10		
<ul style="list-style-type: none"> • Identifies 4 strategies for growth using market penetration, market development, product development, and diversification. 		10		
<ul style="list-style-type: none"> • Briefly describes his/her marketing mix strategy. 		5		
5. Implementation <ul style="list-style-type: none"> • Using concepts from the text, explains how to turn his/her plan into a reality. 		5		
6. Evaluation <ul style="list-style-type: none"> • Using concepts from the text, describes how he/she will evaluate and control the marketing strategy proposed. 		10		
Subtotal: Parts 1–6	80%	80		
Writing, spelling and grammar in a minimum 4-page (1,000-word) paper using APA format and citation style.	20%	20		
	Percent	Total Points possible		
Your Score:	100%	100		