

## Unit 4 Assignment Grading Rubric

Unit 4 Assignment: Global Marketing Environment	Percent possible	Points possible	Points Earned	Comments
<b>Content per Checklist</b>	<b>100%</b>	<b>100</b>		
Response addresses the checklist items and the scenario provided demonstrating analysis and critical thinking.	<b>80%</b>			
<b>Preliminary:</b> <ul style="list-style-type: none"> <li>Identifies one country to determine the feasibility of entering the new market.</li> <li>Includes a minimum of two factors for the new country.</li> </ul>		5		
<b>1. Mission:</b> <ul style="list-style-type: none"> <li>Redefines a market-oriented mission statement.</li> </ul>		5		
<ul style="list-style-type: none"> <li>Writes a marketing-oriented mission statement for the scenario business that addresses the new market.</li> </ul>		5		
<b>2. Situation Analysis:</b> <ul style="list-style-type: none"> <li>Describes methods that could be used to identify the internal strengths and weaknesses of the business using a version of the table provided. Explains his/her response.</li> </ul>		5		
<ul style="list-style-type: none"> <li>Conducts an environmental scan to identify opportunities and threats to the business.</li> </ul>		5		
<ul style="list-style-type: none"> <li>Identifies the competitive advantage against direct and non-direct competitors in the foreign market.</li> </ul>		5		

<ul style="list-style-type: none"> <li>Provides advice to build a sustainable competitive advantage in the new market.</li> </ul>		5		
<b>3. Marketing Objectives:</b> <ul style="list-style-type: none"> <li>Sets marketing objectives for the business in the foreign market.</li> </ul>		5		
<ul style="list-style-type: none"> <li>Provides at least two S.M.A.R.T. goals regarding marketing strategy for the foreign market.</li> </ul>		5		
<b>Subtotal:</b>	45%	45		
<b>4. Marketing Strategy</b> <ul style="list-style-type: none"> <li>Identifies 3 strategies for growth in the new market using market development, product development, and diversification.</li> </ul>		5		
<ul style="list-style-type: none"> <li>Briefly describes his/her marketing strategy for the new market.</li> </ul>		5		
<b>5. Implementation</b> <ul style="list-style-type: none"> <li>Using concepts from the text, explains how to turn his/her implementation plan for expansion into the new market a reality.</li> </ul>		5		
<b>6. Evaluation</b> <ul style="list-style-type: none"> <li>Using concepts from the text, describes how he/she will evaluate and control the new marketing strategy proposed.</li> </ul>		5		
<b>7. Summary Analysis</b> <ul style="list-style-type: none"> <li>Provides a summary of the global environment (i.e., identifying 2 each of sociocultural, demographic, economic, political, legal, competitive, and technological external opportunities and 2 each of the external threats) for the product.</li> </ul>		15		
<b>Subtotal: Preliminary and Parts 1–7</b>	80%	80		

PowerPoint presentation with audio, spelling and grammar in a 10-slide presentation with additional title and reference slides and notes section using APA citation style.	20%	20		
	<b>Percent</b>	<b>Total Points possible</b>		
<b>Your Score:</b>	100%	100		