Unit 8 Assignment Grading Rubric

Unit 8 Assignment: Product and Place	**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. Selects a product • Identifies a product from the provided choices and does research evidenced by 2–3 citations in the submitted paper.		8		
2. Applies product elements to make product complete • Discusses the type of product selected and includes product attributes like quality, features, benefits, style and design.		8		
• Explains a proposed product line (depth) and product mix (width) for the product.		8		
• Describes the elements of branding (brand name, sponsor and brand strategy).		8		
• Provides the packaging plan • Describe the warranty or copyright involved if applicable		8 8		
3. Provides a <u>service</u> (or additional service if product 3 is chosen) that is related to the product.				
• Describes the characteristics of the service in terms of intangibility, inseparability, heterogeneity, and perishability of the service.		8		
• Describes how he/she will evaluate the five elements of service quality: Reliability, responsiveness,		8		

assurance, empathy and tangibility.				
4. Describes all the place elements related to the <u>product</u>				
• Describes the distribution strategy for getting the physical product to the consumer.		8		
• Illustrates (provide a graphic depiction) and discusses the marketing channels used for delivering the product to the customer.		8		
Subtotal:	80%	80		
Grammar and spelling		7		
Responses concise and direct		5		
A minimum of 4 pages with an additional title and references page using APA format for the citations and references.	20%	8		
	Percent	**Total Points possible**		
Your Score:	100%	100		