| **Unit 10 Assignment Grading Rubric**  **Criteria:** | **Percent possible:**  **100%** | **Points possible:**  **75** | **Points earned:** |
| --- | --- | --- | --- |
| Response addresses the checklist items and the scenario provided, demonstrating analysis and critical thinking: |  |  |  |
| 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. |  | 9 |  |
| 1. Provides an advertising campaign (using pioneering, competitive, or comparative advertising) using 3 different types of advertising. |  | 9 |  |
| 1. Provides a public relations strategy to promote the new product line while considering the social responsibility involved. |  | 8 |  |
| 1. Prepares 1 promotional tool each for consumer sales promotion, personal selling, and social media. |  | 9 |  |
| 1. Describes how the AIDA concept stages are to be addressed. |  | 8 |  |
| 1. 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. |  | 9 |  |
| 1. Explains how he/she will determine a profit has been realized based on his/her pricing objectives. |  | 8 |  |
| **Subtotal:** |  | 60 |  |
| Provides a minimum of 10 slides in a PowerPoint presentation with audio and audio notes below each slide. Includes an additional title and references slides using APA format. |  | 15 |  |
| **Total Score:** | **Percent possible: 100%** | **Total Points possible:** **75** | **Total Points earned:** |