| **Units 1 and 2 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 regarding Lee’s business: |  |  |  |
| **Part 1, Unit 1** |  |  |  |
| **1. Mission** |  |  |  |
| * Writes a marketing-oriented mission statement for Lee’s business.
 |  | 5 |  |
| **2. Situational Analysis*** Describes methods that Lee could use to identify her internal strengths and weaknesses information.
 |  | 5 |  |
| * Describes demographics for Lee’s business in the local area.
 |  | 5 |  |
| * Explains the technology being utilized in the industry assigned that might have a positive or negative impact on Lee’s business.
 |  | 5 |  |
| * Identifies the competitive advantage against direct and non-direct competitors in the nearest city.
 |  | 5 |  |
| * Describes the concept of sustainable competitive advantage and explains what advice to give Lee for building a sustainable competitive advantage.
 |  | 5 |  |
| **3. Marketing Objectives*** Sets marketing plan objectives for Lee’s business.
 |  | 5 |  |
| * Identifies at least two S.M.A.R.T. goals regarding Lee’s marketing strategy.
 |  | 5 |  |
| **Part 2, Unit 2** |  |  |  |
| **4. Marketing Strategy*** Describes the target market for Lee’s business.
 |  | 5 |  |
| * Explains the four strategies for growth.
 |  | 5 |  |
| * Identifies a marketing penetration strategy and how Lee can use the strategy to increase sales. Explains response.
 |  | 5 |  |
| * Briefly describes the marketing mix strategy: the product, place (or distribution), pricing, and promotion.
 |  | 10 |  |
| **5. Implementation*** Using concepts from the text, explains how to turn the plan into a reality.
 |  | 5 |  |
| **6. Evaluation*** Using concepts from the text, describes how to evaluate and control the marketing strategy proposed.
 |  | 5 |  |
| **Subtotal: Parts 1–6** | 100% | 75 points |  |
| **Points that may be deducted** for unacceptable writing, spelling, and grammar in a minimum 3-page (700-word) paper using APA format and citation style.  | 20% | 15 points |  |
| **Total Score:** | **Percent possible: 100%** | **Total points possible:** **75** | **Total points earned:** |