| **Unit 7 and 8 Assignment Grading Rubric**  **Criteria:** | **Percent possible:**  **100%** | **Points possible:**  **75** | **Points earned:** |
| --- | --- | --- | --- |
| Response addresses the checklist items regarding a choice of one of five products provided demonstrating analysis and critical thinking: |  |  |  |
| **Part 1: Unit 7**   * Describes the type of product he/she selected and includes product attributes like quality, features, benefits, style and design. |  | 7 |  |
| * Provides a proposed product line (depth) and product mix (the 4P’s—width) for his/her chosen good. |  | 7 |  |
| * Describes the elements of the product’s branding. |  | 6 |  |
| * Provides a packaging plan and any warranty or copyright involved. |  | 7 |  |
| **Part 2: Unit 8**   * Explains the different distribution models available for getting the product from the producer to the consumer. |  | 7 |  |
| * Using scholarly research, explains the advantages and disadvantages of using intermediaries. |  | 7 |  |
| * Considering factors such as the brand and target audience, explains what type of retailers would be the best match for his/her new product. He/she explains why. |  | 7 |  |
| * Provides a distribution model that would be most effective for the organization of his/her new product and explains why. |  | 7 |  |
| * Explains his/her new proposed model of distribution. |  | 6 |  |
| **Subtotal:** |  | 60 |  |
| Provides an original minimum 3-page paper with an additional title and reference page using APA format and citation style. Provides 2–3 short in-text citations, direct quotes, or paraphrases from his/her research. |  | 15 |  |
| **Total Score:** | **Percent possible: 100%** | **Total Points possible:** **75** | **Total Points earned:** |