

Competency Assessment Rubric

All *competency* criteria must be met to earn a B grade and pass this Course Outcome.

A predefined number of *mastery* criteria must be met to earn an A grade, indicating mastery of the Course Outcome. See the *CLA and Grade Criteria Chart* below.

MT219M4-4 Criteria	MET	NOT YET MET
Part 1: Product		
Competency: Based on the selected scenario product		
Applies product elements to make this product complete by thoroughly describing the type of product selected and includes product attributes like quality, features, benefits, style, and design.		
Provides a proposed product line (depth) and product mix (width) for their chosen good.		
Describes the elements of the product's branding (i.e., brand name, sponsor, and brand strategy).		
Provides a packaging plan and any warranty or copyright involved if applicable.		
Mastery		
Applies consistent branding elements to all of the product elements and addresses labeling and environmental packaging concerns.		
Part 2: Place		
Competency:		
Discusses three different distribution models available for getting the product from the producer to the consumer.		
Using scholarly research , explains the advantages and disadvantages of using intermediaries. Provides 2–3 direct quotes, and/or paraphrases from their research, incorporating them into their paper where appropriate.		
Considering factors like their brand and target audience, explains what type of retailers would be the best match for their new product and why.		
Provides a distribution model for the scenario company that would be most effective for the new product. Explains why it would be most effective.		
Mastery		

MT219M4-4 Criteria	MET	NOT YET MET
Describes details of two chosen distribution models in-depth from manufacturer to exact placement on the shelf or online. Explains why.		
Total Competency Criteria:		
Total Mastery Criteria:		

CRITERIA	CLA Score	Grade	Points
Meets all 8 competency criteria and 1 of mastery criteria	5	A	1000
Meets all 8 competency criteria and 0 of mastery criteria	4	B	850
Meets 6–7 competency criteria	3	Not Yet Competent*	0
Meets 4–5 of competency criteria	2	Not Yet Competent*	0
Meets 1–3 of competency criteria	1	Not Yet Competent*	0
Meets 0 competency criteria	0	Not Yet Competent*	0
No submission	NA	Not Yet Competent*	0

*Not Yet Competent grades convert to an F at term end

***If work submitted for this competency assessment does not meet the minimum submission requirements, it will be returned for revision without being scored. If the work submitted does not meet the minimum submission requirements by the end of the term you will receive a failing score.**

Minimum Submission Requirements

Minimum Submission Requirements	MET	NOT YET MET
The assessment response should be the required number of pages as specified, in a Microsoft® Word® document, with additional title and reference pages using current APA format.		
Responds to all of the checklist items in a thorough and highly organized, logical, and focused manner using Standard English and demonstrate exceptional content, organization, style, grammar, and mechanics.		
The assessment response should comply with all instructions provided.		
The response should provide a clearly established and sustained viewpoint and purpose.		

Minimum Submission Requirements	MET	NOT YET MET
The writing should be well ordered, logical, and unified, as well as original and insightful.		
Cites both in-text and reference list citations where appropriate and references all sources using proper current APA citation style.		