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| **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. |  |  |  |
| **Promotion:** |  |  |  |
| 1. Specifies what code of conduct the company should institute to make sure all personnel adheres 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 three (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 one (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 |  |
| **Pricing:** |  |  |  |
| 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 to determine a profit has been realized based on the chosen pricing objectives. |  | 8 |  |
| **Subtotal:** |  | 60 |  |
| Provides a minimum of 10 slides in a Microsoft® PowerPoint® presentation with a clear and understandable audio presentation with additional notes below each slide. Includes additional title and reference slides using current APA format. There should be no more than one or two short citations with accompanying references in the presentation. |  | 15 |  |
| **Total Score:** | **Percent possible: 100%** | **Total points possible:** **75** | **Total points earned:** |