

MT450: Unit 7 Journal Grading Rubric Criteria:	Percent Possible:	Points Possible:	Points Earned:
Content per Checklist:	100%	30	
Answer provides complete information demonstrating analysis and critical thinking in a single posting:	80%		
<ul style="list-style-type: none"> • Describes the product strategy for the gloves to be use based on the competition. Explains the choice. 		8	
<ul style="list-style-type: none"> • Describes the packaging for the gloves and heat sensors. Keeps the branding, mission, and objectives of the scenario company in mind when describing the packaging. 		8	
<ul style="list-style-type: none"> • Explains how the product attributes and packaging would need to change and why if they were to launch this product in the Indian market. Explains why. 		8	
Subtotal:	80%	24	
Responds using correct spelling and grammar in a minimum of 350 words.	20%	6	
Your Score:	100%	Total Points Possible: 30	Total Points Earned: