

MT450: Unit 9 Assignment Grading Rubric Criteria:	Percent Possible:	Points Possible:	Points Earned:
Content per Checklist:	100%	60	
Answer provides complete information demonstrating analysis and critical thinking to create a CRM Plan:	80%		
1. Provides a synopsis of the scenario problems.		3	
2. States the SMART goals to resolve the problems.		5	
3. Aligns of mission to market and branding.		5	
4. Outlines the training of staff		5	
5. Explains how he/she will create brand awareness.		5	
6. Describes how opportunities for product testing will be provided to consumers.		3	
7. Identifies customer touch points and explains how these will be addressed.		5	
8. Explains how he/she will promote the company to create brand loyalty.		7	
9. Explains how to create value from the customers' point of view.		5	
10. Provides follow-up and summary of the original CRM plan.		5	
Subtotal:	80%	48	
Responds using correct spelling and grammar in a minimum 2–3 pages (600-800 words) in the template.	20%	12	
Total Score:	100%	Total Points Possible: 60	Total Points Earned: