

MT450M1 Competency Assessment Rubric and CLA and Grade Chart

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.

MT450M1-1: Develop the key components of a marketing plan.

Competency Assessment Criteria:	MET	NOT YET MET
Mission and Situational Overview		
Competencies		
Creates a market-oriented mission statement using the five major characteristics from the text.		
Prepares an accurate and brief situational overview based on the chosen scenario.		
Competitive Forces		
Competencies		
Analyzes the industry using Porter's five forces model.		
Applies the four additional forces from the readings as noted by Horak et al. (2020).		
Strategic Goals and SBU Characteristics		
Competencies		
Creates five strategic SMART goals.		
Determines three characteristics of an SBU to the new product/product line. Discusses whether they characterize the portfolio as specialized or diverse.		
Determines the difference between strategy and tactics.		
Target Market and Market Value		
Competencies		
Prepares the target market using the 5Cs framework.		
Describes the 3V elements of the market value principle. Designs the 3V market value principle similar to Figure 2.3 in the text.		
Tactics and Implementation Strategy		
Competencies		
Designs the seven tactics (7Ts) defining the marketing offers similar to Figures 2.4 and 2.5 in the text.		
Develops an implementation strategy by outlining a process for developing resources, the market offering, and deploying the offer to the target market.		
Performance and Summary		
Competencies		

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Competency Assessment Criteria:	MET	NOT YET MET
Describes how they will demonstrate key performance metrics against established goals.		
Prepares an executive summary.		
Mastery		
Describes how they will demonstrate more than three key performance metrics against established goals.		
The executive summary is concise but comprehensive.		
Total Competency Criteria:		
Total Mastery Criteria:		

CLA and Grade Criteria Chart

CRITERIA	CLA Score	Grade	Points
Meets all 13 competency criteria and 2 of mastery criteria	5	A	1,000
Meets all competency 13 criteria and 0–1 of mastery criteria	4	B	850
Meets 10–12 of competency criteria	3	Not Yet Competent*	0
Meets 7–9 of competency criteria	2	Not Yet Competent*	0
Meets 1–6 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

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***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
A 12- to 15-slide Microsoft® PowerPoint® presentation with narration and additional title and references slides.		
The narration expounds on the bulleted points on the slides. The presenter speaks loudly enough to be heard, varying voice pitch and volume to ensure audience interest and attention. Words are pronounced correctly and enunciated clearly.		
Each slide has professionally written notes substantiated with research. Resources are from reliable and/or scholarly sources.		
Correct spelling, grammar, and punctuation.		
Uses 4–6 bulleted items per slide that are explained in the narration.		
Responds to the checklist items in a thorough manner, providing specific examples of concepts, topics, definitions, and other elements. The submission should be highly organized, logical, and focused.		
Includes references for all sources and cites them using in-text citations where appropriate. The sources and references follow current APA format and citation style.		
The writing should be well ordered, logical, and unified, as well as original and insightful.		
The submission must be written in Standard English and demonstrate exceptional content, organization, style, and grammar and mechanics.		
Uses a sans serif 24-point font.		