

MT450M3 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.

MT450M3-3: Develop a viable marketing strategy for a product using market segmentation, targeting, and positioning.

Competency Assessment Criteria	MET	NOT YET MET
Target Market		
Competencies		
Describes the concept of targeting.		
Creates a customer persona for the conical pizza using target segments.		
Researches segments using the process of demographic, geographic, psychographic, and behavioral segmentation.		
Growth and Value		
Competencies		
Evaluates the sectors with the greatest growth prospects, most profitable customers, and most promising opportunities for the conical pizza using scholarly research.		
Creates a value proposition using the conical pizza's functional, psychological, and monetary value.		
Prepares a customer value analysis to reveal the company's strengths and weaknesses relative to various competitors.		
Positioning		
Competencies		
Describes the concept of positioning.		
Addresses three points of difference (POD).		
Addresses three points of parity (POD).		
Develops a strategy for creating a sustainable competitive advantage.		
Prepares a positioning statement for the conical pizza.		
Mastery		
Creates a summary of the value proposition offered based on their proposed marketing strategy.		
Explains the differences in their marketing strategy between consumer and business market segmentation for conical pizza.		
Total Competency Criteria:		
Total Mastery Criteria:		

CLA and Grade Criteria Chart

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CRITERIA	CLA Score	Grade	Points
Meets all 11 competency criteria and 2 of mastery criteria	5	A	1,000
Meets all competency 11 criteria and 0–1 of mastery criteria	4	B	850
Meets 8–10 of competency criteria	3	Not Yet Competent*	0
Meets 5–7 of competency criteria	2	Not Yet Competent*	0
Meets 1–4 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
An informative essay addressing all the checklist items.		
Is written in Standard English with correct spelling, grammar, style, and mechanics.		
Has a purpose clearly stated in your introduction statement.		
Demonstrates logical and appropriate transitions from one idea to another.		
Is highly organized, logical, and focused.		
Includes additional title and reference pages in current APA format and citation style.		