| **Unit 6 Assignment Grading Rubric**  **Criteria:** | **Percent Possible** | **Points Possible** | **Points Earned** |
| --- | --- | --- | --- |
| Deliverable demonstrates critical thinking, research abilities, and creativity in the development of the marketing strategy in Part 2 of a strategic business plan based on the checklist criteria. | **100%** | **100** |  |
| (1) Determines what problems the virtual business can solve and explains how they can be solved. |  | 5 |  |
| (2) Designs and describes three unique virtual business products. |  | 5 |  |
| (3) Designs and develops the brand of their products. |  | 5 |  |
| (4) Describes the product life cycle for each virtual business product. |  | 5 |  |
| (5) Determines the need for legal actions to protect their intellectual property, such as copyright or patent filings. |  | 5 |  |
| (6) Defines the target market for each virtual business product. |  | 5 |  |
| (7) Develops a value proposition for each virtual business product. |  | 5 |  |
| (8) Explains how the product will be positioned relative to the competition. |  | 5 |  |
| (9) Based on the overall company strategy and product value propositions, crafts an inspirational story that will connect potential clients with the virtual business. |  | 5 |  |
| (10) Describes the distribution and logistics of the products for the virtual business. Emphasizes penetration of the target market. Explains what kind of placement is necessary to promote the brand and features of the virtual business products to the target market. |  | 5 |  |
| (11) Considering the promotion mix, creates a promotion strategy for each virtual business product. |  | 5 |  |
| (12) Describes any key sales activities necessary to build and maintain a sales pipeline. |  | 5 |  |
| (13) Explains the essential elements of the sales process (i.e., staffing, commissions, and quotas). |  | 5 |  |
| (14) Designs a digital marketing strategy for their virtual business. |  | 5 |  |
| (15) Designs a mockup of the virtual business website. |  | 5 |  |
| (16) Designs an advertising campaign for the virtual business. |  | 5 |  |
| (17) Explains how to turn potential customers who express interest into paying clients. |  | 5 |  |
| (18) Conducts a competitive price analysis on each virtual business product.  Creates a pricing strategy for each virtual business product. |  | 6 |  |
| (19) Uses a minimum of three peer-reviewed, academic research resources to substantiate critical thinking and to provide viable reasoning throughout the strategic business plan. |  | 9 |  |
| **Subtotal:** | **100%** | **100** |  |
| You are expected to meet the following requirements with ease in a 400-level course. Penalties will be calculated as a percentage up to 50% of the grade and will apply if the following criteria are not met. | **-50%** |  |  |
| Uses headings to segment topics within the deliverable in order to create a flow of ideas for the reader. |  |  |  |
| Applies proper APA 7th edition style format. |  |  |  |
| No spelling and grammatical mistakes. |  |  |  |
| Uses appropriate business language. |  |  |  |
| Uses professional abbreviations and acronyms appropriately. |  |  |  |
| **Late Penalty** | **-20%** |  |  |
| **Your Score:** | **Total**  **Points**  **Possible:**  **100%** | **Total Points Possible: 100** | **Total Points Earned:** |