

Unit 4 Assignment Grading Rubric

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Criteria Points are based on correct and thorough responses to the checklist items using critical analysis			
• Product/Service description		8	
• *Detailed pricing structure		30	
• **Product/service life cycle		20	
• Necessary intellectual property rights-Why?		5	
• Necessary Research and Development-Why?		5	
Subtotal:	90%	68	
Writing, spelling, grammar	10%	7	
Total Points	100%	Possible points total: 75	Total Points Earned:

*Detailed pricing structure refers to how you will set the prices (cost based, variable, or competitor based) and when each will be applied.

**Detail how your product or service lifecycle will affect both customer return visits and the need to update offerings.