**Marketing Plan Rubric – Step Two Rubric**

Student Name

**Date:**

**Score: /32 =**

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| Topic / Value | **BEGINNING (1)** | **DEVELOPING (2)** | **COMPETENT (3)** | **ACCOMPLISHED (4)** | **SCORE** |
| 1. **Website Strategy** | * Missing two or more of the required elements of: Parts A - F | * Missing 1 of the required elements the sections of: Parts A - F | * Addressed all required elements of Parts A - F | * All “Competent” plus well supported explanations |  |
| 1. **Pricing Strategy** | * Missing two or more of the required elements of: Parts A - D | * Missing one of the required elements of: Parts A - D | * Addressed all required elements of: Parts A -D | * All “Competent” plus well supported explanations |  |
| 1. **Distribution & Fulfillment Strategy** | * Missing two or more of the required elements of: Parts A - F | * Missing 1 of the required elements the sections of: Parts A - F | * Addressed all required elements of Parts A - F | * All “Competent” plus well supported explanations |  |
| 1. **Marketing Channel Strategy** | * Missing two or more of the required elements of the table | * Missing one of the required elements of the table | * Addressed all required elements of the table | * All “Competent” plus well supported explanations |  |
| 1. **Online Promotion Strategy** | * Missing two or more of the required elements of: Parts A - D | * Missing one of the required elements of: Parts A - D | * Addressed all required elements of: Parts A -D | * All “Competent” plus well supported explanations |  |
| 1. **After-sales Strategy** | * Missing two or more of the required elements of the table | * Missing one of the required elements of the table | * Addressed all required elements of the table | * All “Competent” plus well supported explanations |  |
| 1. **Content Calendar** | * Missing two or more of the required elements of Part A or B. | * Missing one of the required elements of Part A or B. | * Addressed all required elements in the table | * All “Competent” plus well supported explanations |  |
| 1. **Creativity / Professionalism/ Spelling / Grammar / Bibliography / References / Pages** | * Spelling, format, and grammatical errors * Poor creativity & professionalism * Missing cover page * Crowded slides * Exceeds 21 slide maximum. * Exceeds 15-minute time limit. * Poor audio quality for Narrated PPT slides * Appendices not set up correctly – missing titles, labeled axis, etc. * Missing or poor-quality appendices, bibliography, citations, references, etc. | * No spelling, format, or grammatical errors * Good creativity & professionalism * Clean concise slides/tables/charts * Within slide limit * 13 minutes or less for presentation * Reasonable audio quality * Reasonable appendices, bibliography, citations, references, etc. | * No spelling, format, or grammatical errors * Lots of creativity * Highly professional slides & used images well and effectively. * Within slide limit * On time * Good audio quality * Professional appendices, bibliography, citations, references, etc. | * At the level of an industry practitioner. |  |
| **Total Score** |  |  |  |  |  |

Additional Comments: