**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: