

Marketing Plan Project – Evaluation Rubric

The 'A' Marketing Plan will include written content that demonstrates:

1. The student(s) can identify and distinguish between marketing mix factors and environmental forces.
2. The student(s) can explain how (and why) marketing managers position products in the marketplace.
3. The students(s) can identify and describe major psychological influences on consumer behavior.
4. The student(s) can explain what market segmentation is and a method for creating and targeting a market segment.
5. The student(s) can summarize a company using the history, mission, leadership and goals of a business organization.
6. The student(s) can base positioning and marketing mix decisions on important and relevant target market characteristics and SWOT analysis information.
7. The student(s) can base promotional mix decisions on important and relevant positioning information.

The 'B' Marketing Plan will include written content that demonstrates:

1. The student(s) can identify and describe all marketing mix factors and environmental forces.
2. The student(s) can explain how or why marketing managers position products in the marketplace.
3. The students(s) can identify important influences on consumer behavior.
4. The student(s) can explain what market segmentation is and can define a target market segment.
5. The student(s) can describe a company's history, mission, leadership and goals.
6. The student(s) can create and complete a correct SWOT matrix.
7. The student(s) can explain positioning.
8. The student(s) can identify and describe some promotional mix elements.

The 'C' Marketing Plan will include written content that demonstrates:

1. The student(s) can identify or describe all of the marketing mix factors.
2. The student(s) can identify or describe all of the environmental forces.
3. The students(s) can explain some aspects of consumer behavior.
4. The student(s) can describe a target market segment.
5. The student(s) can describe a company's history, mission, leadership and goals.
6. The student(s) can create a correct SWOT matrix diagram.
7. The student(s) can define positioning.
8. The student(s) can identify some promotional mix elements.