

Team Name _____

Part 3 Marketing Plan Grading Rubric (print and submit as a separately stapled doc with your plan)

Requirements Each section is also evaluated for use of class terminology	Possible percent	Actual Percent	Exceeds expectation	Meets expectation	Below expectation	What happened?
	Transmittal letter appropriate and persuasive	2.5%		2.5	2	1
Executive summary <ul style="list-style-type: none"> An accurate summary of the entire study/plan Concise yet thorough 	5%		5	4	2	0-1
Market, objectives, positioning <ul style="list-style-type: none"> Target market described concisely Positioning statement follows previous analyses and is well written and justified At least 3 important and achievable objectives, written in proper format 	10%		10	8-9	6-7	0-5
Product <ul style="list-style-type: none"> Adapted or not and rationale Attributes, benefits to target, competitive edge Branding, labeling, packaging, support services 	10%		10	8-9	6-7	0-5
Distribution <ul style="list-style-type: none"> Entry mode and roll-out Thorough channel description Logistics both to and within the country 	15%		15	12-14	10-11	0-10
Marketing communication (MC) <ul style="list-style-type: none"> Appropriate MC tools, media, and rationale Logic follows cultural analysis Promotion budget 	15%		15	12-14	10-11	0-10
Pricing <ul style="list-style-type: none"> Actual price to distributors and consumers with good rationale Costs and profits reasonable and well-justified Dollar/number sales forecast follows previous logic Currency fluctuation solutions, if needed 	10%		10	8-9	6-7	0-5

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Revenue/expenses: <ul style="list-style-type: none"> Forecast follows market size/potential in previous section Realistic and with good, quantitative rationale 	15%		15	12-14	10-11	0-10
Evaluation: <ul style="list-style-type: none"> Appropriate measures for plan objective achievement Appropriate measures for strategy achievement 	5%		5	4	2	0-1
Overall professionalism and depth: <ul style="list-style-type: none"> Insightful integration from feasibility study Professional appearance as expected from marketers Writing and grammatical errors/typos Overall logic and flow of plan Research used well to support the plan Part 3 within 9 page limit 	10%		10	8-9	6-7	0-5
References cited correctly and completely	2.5%		2.5	2	1	0
Total points	100					

Comments