

MKT 222: Case Study Guidelines and Rubric

Overview: There are three graded case studies in this course. All are designed to allow you to apply retail marketing skills to a real-world situation. Detailed instructions for each case study assignment are provided in each respective module. Summaries of the case studies are as follows:

- Abercrombie & Fitch (Module Three)**
 The first case study allows you to apply knowledge you have gained about various types of consumer behavior. In this case study, you will be exploring the SWOT analysis process.
- Rue 21's Location Strategy (Module Four)**
 This case study allows you to apply knowledge you have gained about retail site location and selection strategy by analyzing Rue 21, a popular clothier for young adults.
- Cheap Chic From Forever 21 (Module Six)**
 This case study allows you to apply merchandise planning and management concepts learned throughout the module, particularly from a controversy surrounding the Forever 21 expansion strategy.

Requirements of Submission: The case studies must follow these guidelines: approximately two pages in length, double spaced, 12-point Times New Roman font, one-inch margins, and APA-style citations.

This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Instructor Feedback: Students can find their feedback in the Grade Center.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Main Elements	Includes all of the main elements and requirements and cites multiple examples to illustrate each element	Includes most of the main elements and requirements and cites many examples to illustrate each element	Includes some of the main elements and requirements	Does not include any of the main elements and requirements	30
Inquiry and Analysis	Provides in-depth analysis that demonstrates complete understanding of multiple concepts	Provides in-depth analysis that demonstrates complete understanding of some concepts	Provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not provide in-depth analysis	20
Critical Thinking	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions but does not defend with evidence	Does not draw logical conclusions	20

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Research	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	20
Writing (Mechanics/ Citations)	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
Earned Total					100%