|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Points: 225** | **Assignment 2: Marketing Strategy Implementation** | | | | |
| **Criteria** | **Unacceptable**  **Below 60% F** | **Meets Minimum Expectations**  **60–69% D** | **Fair**  **70–79% C** | **Proficient**  **80–89% B** | **Exemplary**  **90–100% A** |
| 1. Determine any strategic partnerships the company could develop that would help promote both companies.  Weight: 10% | Did not submit or incompletely determined any strategic partnerships the company could develop that would help promote both companies. | Insufficiently determined any strategic partnerships the company could develop that would help promote both companies. | Partially determined any strategic partnerships the company could develop that would help promote both companies. | Satisfactorily determined any strategic partnerships the company could develop that would help promote both companies. | Thoroughly determined any strategic partnerships the company could develop that would help promote both companies. |
| 2. Construct a strategy for managing the top-selling product/service and provide a rationale for your strategy. Weight: 15% | Did not submit or incompletely constructed a strategy for managing the top-selling product/service and provided a rationale for your strategy | Insufficiently constructed a strategy for managing the top-selling product/service and provided a rationale for your strategy | Partially constructed a strategy for managing the top-selling product/service and provided a rationale for your strategy | Satisfactorily constructed a strategy for managing the top-selling product/service and provided a rationale for your strategy | Thoroughly constructed a strategy for managing the top-selling product/service and provided a rationale for your strategy |
| 3. Develop a pricing strategy for one of the top-selling products/services and provide a rationale for your strategy.  Weight: 15% | Did not submit or incompletely developed a pricing strategy for one of the top-selling products/services and provided a rationale for your strategy. | Insufficiently developed a pricing strategy for one of the top-selling products/services and provided a rationale for your strategy. | Partially developed a pricing strategy for one of the top-selling products/services and provided a rationale for your strategy. | Satisfactorily developed a pricing strategy for one of the top-selling products/services and provided a rationale for your strategy. | Thoroughly developed a pricing strategy for one of the top-selling products/services and provided a rationale for your strategy. |
| 4. Generate at least two ideas for sales promotion, advertising, and sale promotion strategies.  Weight: 15% | Did not submit or incompletely generated at least two ideas for sales promotion, advertising, and sale promotion strategies. | Insufficiently generated one or two ideas for sales promotion, advertising, and sale promotion strategies. | Partially generated one or two ideas for sales promotion, advertising, and sale promotion strategies. | Satisfactorily generated two ideas for sales promotion, advertising, and sale promotion strategies. | Thoroughly generated three or more ideas for sales promotion, advertising, and sale promotion strategies. |
| 5. Select and outline a digital strategy and provide a rationale for your strategy.  Weight: 15% | Did not submit or incompletely selected and outlined a digital strategy and provided a rationale for your strategy. | Insufficiently selected and outlined a digital strategy and provided a rationale for your strategy. | Partially selected and outlined a digital strategy and provided a rationale for your strategy. | Satisfactorily selected and outlined a digital strategy and provided a rationale for your strategy. | Thoroughly selected and outlined a digital strategy and provided a rationale for your strategy. |
| 6. Design a plan to measure marketing performance and provide a rationale for your strategy.  Weight: 15% | Did not submit or incompletely designed a plan to measure marketing performance and provided a rationale for your strategy. | Insufficiently designed a plan to measure marketing performance and provided a rationale for your strategy. | Partially designed a plan to measure marketing performance and provided a rationale for your strategy. | Satisfactorily designed a plan to measure marketing performance and provided a rationale for your strategy. | Thoroughly designed a plan to measure marketing performance and provided a rationale for your strategy. |
| 7. 3 references  Weight: 5% | No references provided | Does not meet the required number of references; all references are poor-quality choices. | Does not meet the required number of references; some references are poor-quality choices. | Meets required number of references; all references are high-quality choices. | Exceeds required number of references; all references are high-quality choices. |
| 8. Clarity, writing mechanics, and formatting requirements  Weight: 10% | More than 8 errors present | 7–8 errors present | 5–6 errors present | 3–4 errors present | 0–2 errors present |