

Assignment Grading Rubric

Course: GB530 Unit: 3 Points: 100

The Assignment in this unit is to complete a component of a Brand Extension Marketing Plan for one new product on the behalf of an existing for-profit organization.

The components of your Brand Extension Marketing Plan for Unit 3 are evaluated using this rubric.

Unit 3 Brand Extension Marketing Plan Assignment Rubric Criteria		Possible Points
Mission	<ul style="list-style-type: none">Established fundamental goals for the quality of your business offering and customer satisfaction.	10
	<ul style="list-style-type: none">Defined your business/product offering.	10
	<ul style="list-style-type: none">Defined your specific goals for this planning period.	10
Objectives	<ul style="list-style-type: none">Set specific marketing objectives.	10
	<ul style="list-style-type: none">Included market share, market penetration, awareness, and customer acquisition plan.	10
	<ul style="list-style-type: none">Identified a specific, measurable market share and size.	10
Target Markets	<ul style="list-style-type: none">Identified the specific target market segments.	10
	<ul style="list-style-type: none">Included the rationale behind why these are the optimal target market segments.	10
	<ul style="list-style-type: none">Clear business writing. Spelling and grammar are acceptable.	10
Total		100