Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

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| **Points: 190** | **Assignment 3: Marketing Presentation** | | | | |
| **Criteria** | **Unacceptable**  **Below 60% F** | **Meets Minimum Expectations**  **60–69% D** | **Fair**  **70–79% C** | **Proficient**  **80–89% B** | **Exemplary**  **90–100% A** |
| 1. Address the characteristics of the marketing-driven strategy that the company will take.  Weight: 5% | Did not submit or incompletely addressed the characteristics of the marketing-driven strategy that the company will take. | Insufficiently addressed the characteristics of the marketing-driven strategy that the company will take. | Partially addressed the characteristics of the marketing-driven strategy that the company will take. | Satisfactorily addressed the characteristics of the marketing-driven strategy that the company will take. | Thoroughly addressed the characteristics of the marketing-driven strategy that the company will take. |
| 2. Address the marketing segmentation strategy.  Weight: 10% | Did not submit or incompletely addressed the marketing segmentation strategy. | Insufficiently addressed the marketing segmentation strategy. | Partially addressed the marketing segmentation strategy. | Satisfactorily addressed the marketing segmentation strategy. | Thoroughly addressed the marketing segmentation strategy. |
| 3. Address the customer relationship management strategy.  Weight: 10% | Did not submit or incompletely addressed the customer relationship management strategy. | Insufficiently addressed the customer relationship management strategy. | Partially addressed the customer relationship management strategy. | Satisfactorily addressed the customer relationship management strategy. | Thoroughly addressed the customer relationship management strategy. |
| 4. Address the strategy for collecting information about potential customers.  Weight: 10% | Did not submit or incompletely addressed the strategy for collecting information about potential customers. | Insufficiently addressed the strategy for collecting information about potential customers. | Partially addressed the strategy for collecting information about potential customers. | Satisfactorily addressed the strategy for collecting information about potential customers. | Thoroughly addressed the strategy for collecting information about potential customers. |
| 5. Address strategic partnerships the company could develop that would help promote both companies.  Weight: 10% | Did not submit or incompletely addressed strategic partnerships the company could develop that would help promote both companies. | Insufficiently addressed strategic partnerships the company could develop that would help promote both companies. | Partially addressed strategic partnerships the company could develop that would help promote both companies. | Satisfactorily addressed strategic partnerships the company could develop that would help promote both companies. | Thoroughly addressed strategic partnerships the company could develop that would help promote both companies. |
| 6. Address a strategy for managing the top-selling product/service. Weight: 10% | Did not submit or incompletely addressed a strategy for managing the top-selling product/service | Insufficiently addressed a strategy for managing the top-selling product/service. | Partially addressed a strategy for managing the top-selling product/service | Satisfactorily addressed a strategy for managing the top-selling product/service | Thoroughly addressed a strategy for managing the top-selling product/service |
| 7. Address a pricing strategy for one of the top-selling products/services.  Weight: 10% | Did not submit or incompletely addressed a pricing strategy for one of the top-selling products/services. | Insufficiently addressed a pricing strategy for one of the top-selling products/services. | Partially addressed a pricing strategy for one of the top-selling products/services. | Satisfactorily addressed a pricing strategy for one of the top-selling products/services. | Thoroughly addressed a pricing strategy for one of the top-selling products/services. |
| 8. Generate at least two ideas for sales promotion, advertising, and sale promotion strategies.  Weight: 10% | Did not submit or incompletely generated at least two ideas for sales promotion, advertising, and sale promotion strategies. | Insufficiently generated at least two ideas for sales promotion, advertising, and sale promotion strategies. | Partially generated at least two ideas for sales promotion, advertising, and sale promotion strategies. | Satisfactorily generated at least two ideas for sales promotion, advertising, and sale promotion strategies. | Thoroughly generated at least two ideas for sales promotion, advertising, and sale promotion strategies. |
| 9. Address the digital strategy.  Weight: 10% | Did not submit or incompletely addressed the digital strategy. | Insufficiently addressed the digital strategy. | Partially addressed the digital strategy. | Satisfactorily addressed the digital strategy. | Thoroughly addressed the digital strategy. |
| 10. Outline the plan to measure marketing performance.  Weight: 10% | Did not submit or incompletely outlined the plan to measure marketing performance. | Insufficiently outlined the plan to measure marketing performance. | Partially outlined the plan to measure marketing performance. | Satisfactorily outlined the plan to measure marketing performance. | Thoroughly outlined the plan to measure marketing performance. |
| 11. Clarity, writing mechanics, and formatting requirements  Weight: 5% | More than 8 errors present | 7–8 errors present | 5–6 errors present | 3–4 errors present | 0–2 errors present |