

Marketing Analysis Scoring Guide

Due Date: End of Unit 10.
Percentage of Course Grade: 20%.

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Examine basic use of product in the marketing mix. 14%	Does not examine basic use of product in the marketing mix.	Generally discusses basic use of product in the marketing mix.	Examines basic use of product in the marketing mix.	Examines basic use of product in the marketing mix and recommends improvements.
Examine basic use of place in the marketing mix. 14%	Does not examine basic use of place in the marketing mix.	Generally discusses basic use of place in the marketing mix.	Examines basic use of place in the marketing mix.	Examines basic use of place in the marketing mix and recommends improvements.
Examine basic use of price in the marketing mix. 14%	Does not examine basic use of price in the marketing mix.	Generally discusses basic use of price in the marketing mix.	Examines basic use of price in the marketing mix.	Examines basic use of price in the marketing mix and recommends improvements.
Examine basic use of promotion in the marketing mix. 14%	Does not examine basic use of promotion in the marketing mix.	Generally discusses basic use of promotion in the marketing mix.	Examines basic use of promotion in the marketing mix.	Examines basic use of promotion in the marketing mix and recommends improvements.
Relate the implications of an integrated marketing program to business economic success. 14%	Does not relate the implications of an integrated marketing program to business economic success.	Generally discusses the implications of an integrated marketing program to business economic success.	Relates the implications of an integrated marketing program to business economic success.	Examines the implications of an integrated marketing program to business economic success, and draws conclusions related to a specific business situation.
Examine the relationship of basic marketing strategies to business success. 15%	Does not examine the relationship of basic marketing strategies to business success.	Generally discusses the relationship of basic marketing strategies to business success.	Examines the relationship of basic marketing strategies to business success.	Examines the relationship of basic marketing strategies to business success, and draws conclusions related to a specific business situation.
Evaluate the management implications of marketing and sales plans. 15%	Does not evaluate the management implications of marketing and sales plans.	Generally discusses the management implications of marketing and sales plans.	Evaluates the management implications of marketing and sales plans.	Evaluates the management implications of marketing and sales plans, and draws conclusions related to a specific business situation.