



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

Points: 200	Assignment 1: Part A: Your Marketing Plan			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<p>1. Write an introduction to your company. Describe your hypothetical company, its location, and the product it makes or the service it provides, and introduce the contents of your marketing plan.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely wrote an introduction to the company. Did not submit or incompletely described the hypothetical company, its location, and the product it makes or the service it provides, and the contents of the marketing plan.</p>	<p>Partially wrote an introduction to the company. Partially described the hypothetical company, its location, and the product it makes or the service it provides, and the contents of the marketing plan.</p>	<p>Satisfactorily wrote an introduction to the company. Satisfactorily described the hypothetical company, its location, and the product it makes or the service it provides, and the contents of the marketing plan.</p>	<p>Thoroughly wrote an introduction to the company. Thoroughly described the hypothetical company, its location, and the product it makes or the service it provides, and the contents of the marketing plan.</p>
<p>2. Develop your company's mission statement.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely developed your company's mission statement.</p>	<p>Partially developed your company's mission statement.</p>	<p>Satisfactorily developed your company's mission statement.</p>	<p>Thoroughly developed your company's mission statement.</p>
<p>3. Decide the main goals that you would like to achieve within the next year (short term) and the main goals that you would like to achieve within the next five years (long term). Determine the most appropriate ways to measure both short- and long-term goals.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely decided the main goals to achieve within the next year (short term) and the main goals to achieve within the next five years (long term). Did not submit or incompletely determined the most appropriate ways to measure both short- and long-term goals.</p>	<p>Partially decided the main goals to achieve within the next year (short term) and the main goals to achieve within the next five years (long term). Partially determined the most appropriate ways to measure both short- and long-term goals.</p>	<p>Satisfactorily decided the main goals to achieve within the next year (short term) and the main goals to achieve within the next five years (long term). Satisfactorily determined the most appropriate ways to measure both short- and long-term goals.</p>	<p>Thoroughly decided the main goals to achieve within the next year (short term) and the main goals to achieve within the next five years (long term). Thoroughly determined the most appropriate ways to measure both short- and long-term goals.</p>
<p>4. Develop an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces.</p>	<p>Did not submit or incompletely developed an environmental analysis that includes competitive</p>	<p>Partially developed an environmental analysis that includes competitive, economic, political, legal, technological</p>	<p>Satisfactorily developed an environmental analysis that includes competitive, economic, political</p>	<p>Thoroughly developed an environmental analysis that includes competitive, economic</p>

<p>5. Develop both a SWOT analysis and needs analysis for your product / service. Each analysis should examine three strengths, weaknesses, opportunities, and threats for your company.</p> <p>Weight: 25%</p>	<p>Did not submit or incompletely developed both a SWOT analysis and needs analysis for the product / service. Did not submit or incompletely examined three strengths, weaknesses, opportunities, and threats for the company.</p>	<p>Partially developed both a SWOT analysis and needs analysis for the product / service. Partially examined three strengths, weaknesses, opportunities, and threats for the company.</p>	<p>Satisfactorily developed both a SWOT analysis and needs analysis for the product / service. Satisfactorily examined three strengths, weaknesses, opportunities, and threats for the company.</p>	<p>Thoroughly developed both a SWOT analysis and needs analysis for the product / service. Thoroughly examined three strengths, weaknesses, opportunities, and threats for the company.</p>
<p>6. Citations and References / Information Literacy / Integration of Sources</p> <p>Weight: 10%</p>	<p>Lack of in-text citations and/or lack of reference section. Serious errors in the integration of sources, such as intentional or accidental plagiarism.</p>	<p>In-text citations and references are provided, but they are only partially formatted correctly in APA style. Does not meet the required number of references; some or all references are poor-quality choices. Sources are partially integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>	<p>Most in-text citations and references are provided, and they are generally formatted correctly in APA style. Meets number of required references; all references are high-quality choices. Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>	<p>In-text citations and references are provided free and consistently formatted correctly in APA style. Exceeds number of required references; all references are high-quality choices. Sources are consistently integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>
<p>7. Clarity, Writing Mechanics, Grammar, and Formatting</p> <p>Weight: 10%</p>	<p>Information is confusing to the reader and fails to include reasons and evidence that logically support ideas. Serious and persistent errors in grammar, spelling, punctuation, or formatting.</p>	<p>Information is partially clear with minimal reasons and evidence that logically support ideas. Partially free of errors in grammar, spelling, punctuation, or formatting.</p>	<p>Information is mostly clear and generally supported with reasons and evidence that logically support ideas. Mostly free of errors in grammar, spelling, punctuation, or formatting.</p>	<p>Information is clearly provided in a coherent, and consistent manner with reasons and evidence that logically support ideas. Error-free grammar, spelling, punctuation, or formatting.</p>



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help