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Points: 240	Assignment 2: Part B: Your Marketing Plan				
Criteria	Unacceptable	Fair	Proficient	Exempt	
	Below 70% F	70-79% C	80-89% B	90-100% A	
1. Describe or list the feedback you received on Part A of your marketing plan. Explain how you will use the feedback to improve your plan. Weight: 10%	Does not describe feedback received. Does not explain how feedback will be used to improve the marketing plan.	Satisfactorily describes or lists feedback received. Partially explains how feedback will be used to improve the marketing plan.	Adequately describes or lists feedback received. Sufficiently explains how feedback will be used to improve the marketing plan.	Accurately describes on feedback received. Fully explains how feedback will be used to improve the marketing plan.	
2. Develop a branding strategy for your product / service that covers the brand name, logo, slogan, and at least one brand extension. Weight: 15%	Did not submit or incompletely developed a branding strategy for the product / service that covers the brand name, logo, slogan, and at least one brand extension.	Partially developed a branding strategy for the product / service that covers the brand name, logo, slogan, and at least one brand extension.	Satisfactorily developed a branding strategy for the product / service that covers the brand name, logo, slogan, and at least one brand extension.	Thoroughly developed a branding strategy for the product / service that covers the brand name, logo, slogan, and at least one brand extension.	
3. Thoroughly analyze the primary and secondary markets that you want to target. Thoroughly include the demographic profile (e.g., age, gender, ethnicity, etc.), psychographic profile, professional profile, geographic profile, and any other segmentation variable you deem necessary. Weight: 20%	Did not submit or incompletely analyzed the primary and secondary target markets. Did not submit or incompletely included the demographic profile, psychographic profile, professional profile, geographic profile, and any other segmentation variable necessary.	Partially analyzed the primary and secondary target markets. Partially included the market segment demographic profile, psychographic profile, professional profile, geographic profile, and any other segmentation variable necessary.	Satisfactorily analyzed the primary and secondary target markets. Satisfactorily included the market segment demographic profile, psychographic profile, professional profile, geographic profile, and any other segmentation variable necessary.	Thoroughly analyzed the primary and secondary target markets. Thoroughly included the market segment demographic profile, psychographic profile, professional profile, geographic profile, and any other segmentation variable necessary.	
4. Prepare a positioning statement. Include a perceptual map that shows your company's position against its competitors. From this map, create a statement that depicts your position. Weight: 20%	Did not submit or incompletely prepared a positioning statement. Did not submit or incompletely included a perceptual map that shows your company's position against its competitors. From this map, did not submit or incompletely created a statement that depicts your position.	Partially prepared a positioning statement. Partially included a perceptual map that shows your company's position against its competitors. From this map, partially created a statement that depicts your position.	Satisfactorily prepared a positioning statement. Satisfactorily included a perceptual map that shows your company's position against its competitors. From this map, satisfactorily created a statement that depicts your position.	Thoroughly prepared a positioning statement. Thoroughly included a perceptual map that shows your company's position against its competitors. From this map, thoroughly created a statement that depicts your position.	

<p>name, logo, slogan, brand extension, as well as the positioning statement are right for the identified target market.</p> <p>Weight: 15%</p>	<p>target market. Did not submit or incompletely explained the main reasons why the brand name, logo, slogan, brand extension, as well as the positioning statement are right for the identified target market.</p>	<p>explained the main reasons why the brand name, logo, slogan, brand extension, as well as the positioning statement are right for the identified target market.</p>	<p>Satisfactorily explained the main reasons why the brand name, logo, slogan, brand extension, as well as the positioning statement are right for the identified target market.</p>	<p>Thoroughly explained the reasons why the brand name, slogan, brand extension, as well as the positioning statement are right for the identified target market.</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 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 high-quality choices. Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>	<p>In-text citations and references are free and consistently formatted correctly in APA style. Exceeds number of required references; all references 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 provided in a coherent, and consistent manner with reasons and evidence that logically support ideas. Errors are almost error-free in grammar, spelling, punctuation, or formatting.</p>



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