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Grid View

List View

	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Excellent 90-100% A
1. Describe or list the feedback you received on Part B of your marketing plan. Explain how you will use the feedback to improve your plan.	0 (0%) - 19.32 (6.9%) Does not describe feedback received. The student does not explain how feedback will be used to improve the marketing plan.	19.6 (7%) - 22.12 (7.9%) Satisfactorily describes or lists feedback received. The student partially explains how feedback will be used to improve the marketing plan.	22.4 (8%) - 24.92 (8.9%) Adequately describes or lists feedback received. The student sufficiently explains how feedback will be used to improve the marketing plan.	25.12 (10%) - 27.64 (11.05%) Accurately describes or lists feedback received. The student explains how feedback will be used to improve the marketing plan.
2. Develop the company's pricing and distribution strategy.	0 (0%) - 19.32 (6.9%) Did not submit or incompletely developed the company's pricing and distribution strategy.	19.6 (7%) - 22.12 (7.9%) Partially developed the company's pricing and distribution strategy.	22.4 (8%) - 24.92 (8.9%) Satisfactorily developed the company's pricing and distribution strategy.	25.12 (10%) - 27.64 (11.05%) Thoroughly developed the company's pricing and distribution strategy.
3. Develop the integrated marketing communications plan most relevant for your product / service and audience. Develop your message strategy. Develop your media strategy.	0 (0%) - 38.64 (13.8%) Did not submit or incompletely developed the integrated marketing communications plan most relevant for the product / service and audience. Did not submit a message or media strategy.	39.2 (14%) - 44.24 (15.8%) Partially developed the integrated marketing communications plan most relevant for the product / service and audience. Partially submitted a message and media strategy.	44.8 (16%) - 49.84 (17.8%) Satisfactorily developed the integrated marketing communications plan most relevant for the product / service and audience. Satisfactorily submitted a message and media strategy.	50.4 (20%) - 55.48 (20.59%) Thoroughly developed the integrated marketing communications plan most relevant for the product / service and audience. Thoroughly submitted a message and media strategy.

selling plan most relevant for your product / service and audience.	suggested the public relations, sales promotions, and personal selling plan most relevant for your product / service and audience.	public relations, sales promotions, and personal selling plan most relevant for your product / service and audience.	public relations, sales promotions, and personal selling plan most relevant for your product / service and audience.	pub sale and sell rele proc and
5. Develop your online and direct marketing plan most relevant for your product / service and audience.	<p>0 (0%) - 19.32 (6.9%)</p> <p>Did not submit or incompletely suggested the online and direct marketing plan most relevant for your product / service and audience.</p>	<p>19.6 (7%) - 22.12 (7.9%)</p> <p>Partially suggested the online and direct marketing plan most relevant for your product / service and audience.</p>	<p>22.4 (8%) - 24.92 (8.9%)</p> <p>Satisfactorily suggested the online and direct marketing plan most relevant for your product / service and audience.</p>	<p>25.2 (10%)</p> <p>Th sug onli mar mos you serv aud</p>
6. Develop your social responsibility / cause related marketing plan most relevant for your product / service and audience.	<p>0 (0%) - 19.32 (6.9%)</p> <p>Did not submit or incompletely suggested the social responsibility / cause related marketing plan most relevant for your product / service and audience.</p>	<p>19.6 (7%) - 22.12 (7.9%)</p> <p>Partially suggested the social responsibility / cause related marketing plan most relevant for your product / service and audience.</p>	<p>22.4 (8%) - 24.92 (8.9%)</p> <p>Satisfactorily suggested the social responsibility / cause related marketing most relevant for your product / service and audience.</p>	<p>25.2 (10%)</p> <p>Th sug soc resp cau mar mos you serv aud</p>
7. Citations and References / Information Literacy / Integration of Sources	<p>0 (0%) - 19.32 (6.9%)</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>19.6 (7%) - 22.12 (7.9%)</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</p>	<p>22.4 (8%) - 24.92 (8.9%)</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</p>	<p>25.2 (10%)</p> <p>In-t and are con form corr styl num req refe refe qua Sou con inte effe to</p>

<p>8. Clarity, Writing Mechanics, Grammar, and Formatting</p>	<p>0 (0%) - 19.54 (6.98%)</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>19.6 (7%) - 22.34 (7.98%)</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>22.4 (8%) - 25.14 (8.98%)</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>25.1 (9%) - 27.86 (9.98%)</p> <p>Information is provided that is clear and market research evidence logically support ideas or a free speech punctuation formatting</p>
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Name:MKT500 Week 9 Assignment 3: Part C: Your Marketing Plan

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