



**STUDYDADDY**

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# Name: **MKT500 Week 9 Assignment 3: Part C: Your Marketing Plan**

## Description: **MKT500 Week 9 Assignment 3: Part C: Your Marketing Plan**

**Grid View**

**List View**

	<b>Unacceptable Below 70% F</b>	<b>Fair 70-79% C</b>	<b>Proficient 80-89% B</b>	<b>Exemplary 90-100% A</b>
<b>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.</b>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>25.2 (10%) Accurately describes feedback received. The student explains how feedback will be used to improve the plan.</p>
<b>2. Develop the company's pricing and distribution strategy.</b>	<p>0 (0%) - 19.32 (6.9%) Did not submit or incompletely developed the company's pricing and distribution strategy.</p>	<p>19.6 (7%) - 22.12 (7.9%) Partially developed the company's pricing and distribution strategy.</p>	<p>22.4 (8%) - 24.92 (8.9%) Satisfactorily developed the company's pricing and distribution strategy.</p>	<p>25.2 (10%) The developer completely pricing and distribution strategy.</p>
<b>3. Develop the integrated marketing communications plan most relevant for your product / service and audience. Develop your message strategy. Develop your media strategy.</b>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>50.4 (20%) The developer submitted an integrated marketing communications plan most relevant for the product / service and audience. The developer submitted a message and media strategy.</p>

**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.

**5. Develop your  
online and direct  
marketing plan  
most relevant  
for your product  
/ service and  
audience.**

0 (0%) - 19.32  
(6.9%)  
  
Did not submit or  
incompletely  
suggested the  
online and direct  
marketing plan  
most relevant for  
your product /  
service and  
audience.

19.6 (7%) - 22.12  
(7.9%)  
  
Partially  
suggested the  
online and direct  
marketing plan  
most relevant for  
your product /  
service and  
audience.

22.4 (8%) - 24.92  
(8.9%)  
  
Satisfactorily  
suggested the  
online and direct  
marketing plan  
most relevant for  
your product /  
service and  
audience.

**6. Develop your  
social  
responsibility /  
cause related  
marketing plan  
most relevant  
for your product  
/ service and  
audience.**

0 (0%) - 19.32  
(6.9%)  
  
Did not submit or  
incompletely  
suggested the  
social  
responsibility /  
cause related  
marketing plan  
most relevant for  
your product /  
service and  
audience.

19.6 (7%) - 22.12  
(7.9%)  
  
Partially  
suggested the  
social  
responsibility /  
cause related  
marketing plan  
most relevant for  
your product /  
service and  
audience.

22.4 (8%) - 24.92  
(8.9%)  
  
Satisfactorily  
suggested the  
social  
responsibility /  
cause related  
marketing most  
relevant for your  
product / service  
and audience.

**7. Citations and  
References /  
Information  
Literacy /  
Integration of  
Sources**

0 (0%) - 19.32  
(6.9%)  
  
Lack of in-text  
citations and/ or  
lack of reference  
section. Serious  
errors in the  
integration of  
sources, such as  
intentional or  
accidental  
plagiarism.

19.6 (7%) - 22.12  
(7.9%)  
  
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

22.4 (8%) - 24.92  
(8.9%)  
  
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

**8. Clarity, Writing Mechanics, Grammar, and Formatting**

0 (0%) - 19.54 (6.98%)

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.

19.6 (7%) - 22.34 (7.98%)

Information is partially clear with minimal reasons and evidence that logically support ideas. Partially free of errors in grammar, spelling, punctuation, or formatting.

22.4 (8%) - 25.14 (8.98%)

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.

25.2 (10%)  
Information is clear and mostly supported with reasons and evidence that logically support ideas. or a free spe punctuation or form.

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