

**HCM 325 Milestone One Guidelines and Rubric**

**Overview:** For Milestone One, you will submit a draft of your introduction. Your introduction will include a profile of the organization, a description of the specific product or service including the marketing opportunity, the needs of the target market, the promotions mix, and an explanation of the drivers of demand. Use the feedback you received on the Module One journal and Module Two short paper to assist you in developing your introduction.

**Prompt:** Craft an introduction to the organization and product or service that you will promote in your strategic marketing proposal.

Specifically, the following **critical elements** must be addressed:

**I. Introduction**

- A. Provide a detailed **profile of** your selected **organization**. What type of organization is it? What is its mission and vision, its service area and locations, and its major products and services?
- B. Describe your **marketing initiative** in terms of the specific product or service you have selected. Why is it important to the organization? What are the current issues with the product or service? Why is a marketing initiative needed?
- C. Explain the relevance of knowing your **customers' needs** for marketing your healthcare product or service. Illustrate your response with specific examples of your primary and secondary customers, as well as their needs, wants, and preferences.
- D. Clarify the importance of the **“four P’s”** of marketing as they apply to your healthcare product or service. Illustrate your response with specific examples of how each is or is not relevant.
- E. Characterize the relevance of **drivers of demand** for marketing your healthcare product or service. Illustrate your response with specific examples of factors that drive demand for your product or service.

**Rubric**

**Guidelines for Submission:** Your draft must be submitted as a 2- to 3-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Introduction: Profile of Organization</b>	Provides a detailed profile of the organization, including its type; mission, vision, and values; its service area and locations; and its major products and services	Provides a profile of the organization, but fails to fully or accurately define its type; mission, vision, and values; its service area and locations; or its major products and services	Does not provide a profile of the organization	15

<b>Introduction: Marketing Initiative</b>	Describes the marketing initiative, including the product or service; why it is important to the organization; its current issues; and why the initiative is needed	Describes the marketing initiative, but fails to fully or accurately define the product or service; why it is important to the organization; its current issues; or why the initiative is needed	Does not describe the marketing initiative	15
<b>Introduction: Customer Needs</b>	Explains the relevance of knowing customer needs for the marketing initiative and illustrates with specific examples of primary and secondary customers, as well as their needs, wants, and preferences	Explains the relevance of knowing customer needs for the marketing initiative, but fails to fully or accurately illustrate with specific examples of primary and secondary customers or their needs, wants, and preferences	Does not explain the relevance of knowing customer needs for the marketing initiative	20
<b>Introduction: “Four P’s”</b>	Clarifies the importance of the “four Ps” of marketing as they apply to the healthcare product or service and illustrates each with specific examples	Clarifies the importance of the “four Ps” of marketing as they apply to the healthcare product or service, but fails to fully or accurately illustrate each with specific examples	Does not clarify the importance of the “four Ps” of marketing as they apply to the healthcare product or service	20
<b>Introduction: Drivers of Demand</b>	Characterizes the relevance of drivers of demand for the marketing initiative, and illustrates with specific examples of factors that drive demand for the product or service	Characterizes the relevance of drivers of demand for the marketing initiative, but fails to fully or accurately illustrate with specific examples of factors that drive demand for the product or service	Does not characterize the relevance of drivers of demand for the marketing initiative	20
<b>Articulation of Response</b>	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
			<b>Total</b>	<b>100%</b>