

# Written Marketing Plan Rubric

100 points

CHAPTER

| INDICATOR                                                          | Very strong evidence of skill present<br>5–4 points                                                                                                                                      | Moderate evidence of skill present<br>3–2 points                                                                                               | Strong evidence of skill not present<br>1–0 points                                                           | Points Earned | Weight | Total Points |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------|--------|--------------|
| <b>Description of product/client status</b>                        | The plan contains details of the products/services; from the customer's point of view, and identifies key competitors and how the product/service is positioned to compete.              | The plan describes the products/services; however, detail on the features, benefits, and competitors is lacking.                               | Little to no information is provided on the product /service, its features and benefits, or its competitors. |               | x 1    |              |
| <b>Market Analysis</b>                                             |                                                                                                                                                                                          |                                                                                                                                                |                                                                                                              |               |        |              |
| <b>Client's status in current market</b>                           | Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc. | Information is for the most part, thoroughly and clearly reported. But some information that may be critical to the marketing plan is missing. | Information is provided, but there is a great deal of potentially important information missing.             |               | x 1    |              |
| <b>Industry trends</b>                                             | Describes how major trends and information helped identify immediate opportunity.                                                                                                        | Describes major trends that could impact this industry in the near future.                                                                     | Gives a brief history of the industry, but does not demonstrate understanding of trends.                     |               | x 1    |              |
| <b>Buyer profile and behavior</b>                                  | Describes in-depth the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process.                                                                  | Briefly describes the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process.                         | The buyer profile section is incomplete.                                                                     |               | x 1    |              |
| <b>Competition's SWOT analysis</b>                                 | A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical.                                                                                   | SWOT analysis is provided, but there are some missing points and reasoning for each item is not always thoroughly provided and/or logical.     | SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items.    |               | x 1    |              |
| <b>Product/client's SWOT analysis</b>                              | A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical.                                                                                   | SWOT analysis is provided, but there are some missing points and reasoning for each item is not always thoroughly provided and/or logical.     | SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items.    |               | x 1    |              |
| <b>Primary Research results (survey, focus groups, interviews)</b> | Excellent plan for collection of data justified with many facts from current business environment.                                                                                       | Adequate data collection plan justified with a few facts from business environment.                                                            | Data collection plan is unorganized and not supported by business environment.                               |               | x 1    |              |

| INDICATOR                                                   | Very strong evidence of skill present<br>5–4 points                                                                                              | Moderate evidence of skill present<br>3–2 points                                                                                                    | Strong evidence of skill not present<br>1–0 points                                                                                                           | Points Earned | Weight | Total Points |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|--------------|
| <b>Business Proposal</b>                                    |                                                                                                                                                  |                                                                                                                                                     |                                                                                                                                                              |               |        |              |
| <b>Mission statement</b>                                    | Useful mission statement that is relevant to the business.                                                                                       | Mission statement is not totally relevant to the business.                                                                                          | Irrelevant use, not matching business use                                                                                                                    |               | x 1    |              |
| <b>Key planning assumption</b>                              | Identifies and validates key assumptions in the strategy.                                                                                        | Identifies and validates most of the key assumptions in the strategy.                                                                               | Does not surface the key assumptions or validation for the strategy.                                                                                         |               | x 1    |              |
| <b>Short and long-term goals</b>                            | Short- and long-term business goals are attainable and time-bound.                                                                               | Short- and long-term business goals may not be attainable or they're not time-bound.                                                                | Goals are missing or are irrelevant to the business.                                                                                                         |               | x 1    |              |
| <b>Target market</b>                                        | Clearly identified by demographics and product/service meets needs/wants of target group.                                                        | Somewhat identified by demographics and product/service may meet needs/wants of target group.                                                       | Not identified by demographics and product/service does not meet needs/wants of target group.                                                                |               | x 1    |              |
| <b>Strategies and Action Plan</b>                           |                                                                                                                                                  |                                                                                                                                                     |                                                                                                                                                              |               |        |              |
| <b>Product</b>                                              | Clearly evident what product/service is being provided.                                                                                          | Somewhat evident what product/service is being provided.                                                                                            | Unclear what product/service is being provided.                                                                                                              |               | x 1    |              |
| <b>Price</b>                                                | Includes the pricing structure and explains why/how these prices were determined.                                                                | Includes the pricing structure but does not explain how the prices were determined.                                                                 | Does not provide complete pricing structure; some products or services are missing. No rationale for the pricing strategy is given.                          |               | x 1    |              |
| <b>Place</b>                                                | Location is very convenient for target market.                                                                                                   | Location is accessible for target market.                                                                                                           | Location is not very convenient for target market.                                                                                                           |               | x 1    |              |
| <b>Promotion</b>                                            | Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available.                   | Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available.                     | Promotional materials does not make target market aware of what the product/service is, what it does and where it is available.                              |               | x 1    |              |
| <b>Position</b>                                             | Unique selling position (USP) in the market clearly determined.                                                                                  | Unique selling position (USP) in the market is somewhat determined.                                                                                 | Unique selling position (USP) in the market is not determined.                                                                                               |               | x 1    |              |
| <b>Budget ( income statement, costs, returns, accuracy)</b> |                                                                                                                                                  |                                                                                                                                                     |                                                                                                                                                              |               |        |              |
|                                                             | Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized. | Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized. | Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized. |               | x 2    |              |

| INDICATOR                                                                                                | Very strong evidence of skill present<br>5–4 points                                                                                                                                        | Moderate evidence of skill present<br>3–2 points                                                                                                                   | Strong evidence of skill not present<br>1–0 points                                                                                | Points Earned | Weight | Total Points |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------|--------|--------------|
| <b>Evaluation</b>                                                                                        |                                                                                                                                                                                            |                                                                                                                                                                    |                                                                                                                                   |               |        |              |
|                                                                                                          | Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.                                                                                        | Evaluates data or criteria in a way that reflects some basic understanding of the product/service.                                                                 | Has difficulty evaluating important data or criteria, which demonstrate a lack of understanding of the product/service.           |               | x 1    |              |
| <b>Technical Business Writing</b>                                                                        |                                                                                                                                                                                            |                                                                                                                                                                    |                                                                                                                                   |               |        |              |
|                                                                                                          | The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook. | The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook. | The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately. |               | x 1    |              |
| Deduction: Written plan received after post-mark. Deduct 10 percent of possible plan score or 10 points. |                                                                                                                                                                                            |                                                                                                                                                                    |                                                                                                                                   |               |        |              |
| Deduction: Five points deducted for incorrect written plan format.                                       |                                                                                                                                                                                            |                                                                                                                                                                    |                                                                                                                                   |               |        |              |
| <b>WRITTEN MARKETING PLAN TOTAL POINTS</b>                                                               |                                                                                                                                                                                            |                                                                                                                                                                    |                                                                                                                                   |               |        |              |

JUDGE'S NAME

JUDGE'S SIGNATURE

DATE

# Marketing Plan Presentation Rubric

## 200 points

CHAPTER

| INDICATOR                                                                                                   | Very strong evidence of skill present<br>5–4 points                                                                                           | Moderate evidence of skill present<br>3–2 points                                                                                         | Strong evidence of skill not present<br>1–0 points                                                           | Points Earned | Weight | Total Score |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------|--------|-------------|
| <b>Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)</b>      |                                                                                                                                               |                                                                                                                                          |                                                                                                              |               |        |             |
| <b>Brief description/client status</b>                                                                      | Clear and engaging description of a want or unmet need in the market using data to support claims is presented.                               | Somewhat clear description of a want or unmet need in the market is presented.                                                           | Unclear description of a want or unmet need in the market is presented.                                      |               | x 1    |             |
| <b>Marketing analysis</b><br>▪ Status in market<br>▪ Industry trends<br>▪ Buyer profile<br>▪ SWOT analysis  | Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation. | Clear narrative that integrates some market research concepts from the written plan into the presentation.                               | No clear narrative or demonstration of market research concepts from the written plan in the presentation.   |               | x 2    |             |
| <b>Primary research</b>                                                                                     | Market is clearly explained using primary market research tools to persuasively support that the business in the presentation.                | Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation. | Market is not explained and do not demonstrate the use of primary market research tools in the presentation. |               | x 7    |             |
| <b>Business proposal</b><br>▪ Mission statement<br>▪ Key planning assumptions<br>▪ Goals<br>▪ Target market | Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation.        | Clear narrative that integrates some business concepts from the written plan into the presentation.                                      | No clear narrative that demonstrates business concepts from the written plan in the presentation.            |               | x 3    |             |
| <b>Strategies/action plan</b><br>▪ Product<br>▪ Price<br>▪ Place,<br>▪ Promotion, Position                  | Strategies/actions plans from the written plan are pervasively included into the presentation.                                                | Some strategies/action plan from the written plan are included in the presentation.                                                      | No clear presentation of strategies/action plans are included in the presentation.                           |               | x 6    |             |
| <b>Budget</b><br>▪ ROI<br>▪ Cost of strategies                                                              | Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation.       | Clear narrative that integrates some financial concepts from the written plan into the presentation.                                     | No clear narrative or demonstration of financial concepts from the written plan in the presentation.         |               | x 5    |             |

| <b>INDICATOR</b>                                                                                                                              | <b>Very strong evidence of skill present<br/>5–4 points</b>                                                                                                  | <b>Moderate evidence of skill present<br/>3–2 points</b>                                                                                                  | <b>Strong evidence of skill not present<br/>1–0 points</b>                                                                                                    | <b>Points Earned</b> | <b>Weight</b> | <b>Total Score</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------|--------------------|
| <b>Evaluation</b> <ul style="list-style-type: none"> <li>▪ Benchmarks</li> <li>▪ Measuring tools</li> <li>▪ Alternative strategies</li> </ul> | Clear and compelling narrative that seamlessly integrates all of the important evaluation information from the written plan is included in the presentation. | A narrative that integrates some evaluation information from the written plan is included in the presentation.                                            | No clear demonstration of evaluation information from the written plan is included in the presentation.                                                       |                      | x 2           |                    |
| <b>Communication</b>                                                                                                                          | Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation. All members participated equally.        | Some problems with pauses, pacing and/or eye contact and language; includes grammar that is average. Two members took an active role in the presentation. | Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used. All members did not participate equally |                      | x 4           |                    |
| <b>Question and Answers</b>                                                                                                                   | Knowledge is evident and provides a clear, concise well-thought out answer to the questions                                                                  | Provides answers that are somewhat unclear and at times does not answer questions.                                                                        | Seems caught off guard by questions and either does not answer the question or provides a rambling answer                                                     |                      | x 10          |                    |
| Presentation Total Points                                                                                                                     |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                               |                      |               |                    |
| Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.                                         |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                               |                      |               |                    |
| Written Plan Total Points                                                                                                                     |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                               |                      |               |                    |
| Sub-total (written and presentation)                                                                                                          |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                               |                      |               |                    |
| <b>NET TOTAL POINTS</b>                                                                                                                       |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                               |                      |               |                    |
| <b>TEAM RANKING</b>                                                                                                                           |                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                               |                      |               |                    |

*Marketing Plan is an event for a team of THREE students.*