

AB202: Unit 4 Assignment Grading Rubric	Percentage Possible	Points Possible	Points Earned
Criteria: Points are based on correct and thorough responses to the checklist items using critical analysis.			
Choose a B2B product that you find on the Internet (examples may be business software, printers, cell phones for business usage, company cars, etc.).		4	
<ul style="list-style-type: none"> Describe the category of business and the five segmentation criteria as they apply to this B2B product (8 points each). 		40	
Content subtotal:	80%	44	
Correct spelling and grammar in a minimum of a 350–500 word paper with an additional title and references page in APA format and citation style.		11	
Submission requirements subtotal:	20%	11	
Total Points	Percentage Possible: 100%	Possible Points: 55	Total Points Earned: