

AB202: Unit 9 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. In the business memo address the following:			
• State the purpose of the sampling.		7	
• Explain how the sampling of the product as well as the coupons in the aisle impacted your desire to buy the products being offered.		7	
• Discuss the types of coupons offered as well as how it was offered.		7	
• Describe the way the sample was offered to the public and whether this was effective or not, supporting your claim with either information from your text or from the Library and include the in-text citation and the accompanying reference on the references page.		9	
• Explain whether you purchased the product due to the coupon or sample and why.		7	
• Finally state your evaluation of the product's promotion through sampling and coupons.		7	
Content subtotal:	80%	44	
Correct spelling and grammar in a 2-page business memo with an additional reference page in APA format and citation style.		11	
Submission requirements subtotal:		11	
Total Points	Percentage Possible: 100%	Points Possible: 55	Total Points Earned: