

AB202: Unit 10 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.			
What promotional tools will you recommend to the owner of RJ's that will increase customer loyalty and promote the London online and in-store grand opening?		10	
What goals do you have for the store using these promotional tools?		10	
How will personal selling be used in the company?		10	
How can you build on the grand opening promotion of the London location to build brand awareness and customer loyalty?		14	
Content subtotal:	80%	44	
Correct spelling and grammar in a 350–500-word paper with additional title and reference pages using APA format and citation style.		11	
Submission requirements subtotal:	20%	11	
Total Points	Percentage Possible 100%	Points Possible: 55	Total Points Earned: