

Unit 6 BEMP Assignment Rubric



Introduction: The major project in this course is to complete a Brand Extension Marketing Plan for one new product on the behalf of an existing for-profit organization. Using the Marketing Plan guide found in **Doc Sharing**, complete and submit the following components of your Marketing Plan.

1.0 Executive Summary

In four to six paragraphs, summarize your Brand Extension Marketing Plan. Be sure to include:

- Product
- Benefits
- Target markets
- Customer needs
- Value proposition
- How you would market on a national and global level
- Show an understanding of other cultures, global relationships, and global dynamics in the marketplace

Go back through each section of your plan and make any appropriate revisions, based on the feedback of your professor during each unit's grading , and/or based upon new information you have discovered throughout the process.

Submit **all of the sections** for your **final completed Brand Extension Marketing Plan** into the Unit 6 Dropbox.

Remember to submit ALL of the sections!

The components of your Brand Extension Marketing Plan for Unit 6 are evaluated using this rubric.

Unit 6 Brand Extension Marketing Plan Assignment Rubric	
Criteria	Possible Points
In four to six paragraphs you adequately summarized your Brand Extension Marketing Plan, made revisions suggested by your Professor, and included	50

BRIEF information on your product, benefits, target market, customer needs, value proposition, sales projections, and keys to success.	
Total	50