

Unit 6 PMP Assignment Rubric



Personal Marketing Plan (PMP) Part 2 – PowerPoint Slide Presentation

Introduction: During our GB530 class, you will apply what you have learned about marketing to develop a Personal Marketing Plan presentation using PowerPoint.

- As mentioned in Unit 5, the assignment is submitted in two parts: during Units 5 and 6.

Assignment: The template you should use for the Personal Marketing Plan Presentation assignment is in Doc Sharing. The Kotler & Keller text will be helpful to you.

- Click on the button to preview the template.
- Remember you can download a copy via DocSharing
- Complete Part Two of your own Personal Marketing Plan Presentation
- To submit your Personal Marketing Plan Presentation, go to the Drop box and click on the Unit 6 Personal Marketing Plan Presentation: Part Two link and follow the instructions to submit all sections of your PowerPoint document into the drop box. Make sure that you save a copy.

Remember to submit the entire plan during this unit, including any edits and/or changes your Professor suggested in Part I.

The components of **Part 2** of Personal Marketing Plan for Unit 6 are evaluated using this rubric.

Unit 6 Personal Marketing Plan Assignment Rubric		
	Criteria	Possible Points
	Positioning Statement: included abilities related to your career that you will offer to your target market; included personal characteristics; clearly stated why they should hire you	15
	Marketing Mix: described in some detail your four Ps as related to YOU	35
	Implementation: described in adequate terms how you will	10

	implement this plan	
	Writing: spelling/grammar, layout, organization	10
Total		70