

Unit 4 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.

Unit 4: Marketing Plan - Developing Strong Brands

3.5 Positioning (refer to Chapters 9 and 10 of your Kotler text)

- Describe how your product/service meets the need(s) of your target market segments.
- Describe how you are different from your key competition. What is the most distinguishing feature of your new product?

3.6 Strategies: Skip this Section.

3.7 Marketing Mix (refer to Chapters 12, 14 & 18 for help with this section)

Product

- What makes your product different from the competition?
- What gives your product more value than the competition?

Price

- How will you determine what price to charge for your product?
- How will you determine what your product is worth?
- How will your pricing strategy set you apart from your competition?

Place

- How do you plan to distribute your product? Do you have alternative delivery methods in mind? If so, describe in detail.
- Will you take responsibility for distribution, or will you rely on an outside firm? How will you decide?

Promotion

- What kind of promotional tools will you use? Describe in detail.
- How will you determine what promotional tactics will work best?
- With a limited promotional budget, how do you plan to gain market share?
- How will you go about evaluating the results of your promotional campaign?

3.8 Marketing Research (refer back to Chapter 4 for help with this section)

- What type(s) of marketing research do you think will work best to get you the information you need to make informed decisions?
- How will you evaluate whether the research is providing you with the results you need?
- Will you conduct the research yourself, or hire an outside firm? Explain why.

Submit your response to the above questions in the Unit 4 Assignment Dropbox.

The components of your Brand Extension Marketing Plan for Unit 4 are evaluated using this rubric.

Unit 4 Brand Extension Marketing Plan Assignment Rubric		
	Criteria	Possible Points
Positioning	Describe how your product/service meets the need(s) of your target market segments	5
	Describe how you are different from your key competition and your most distinguishing feature	5
Marketing Mix	Product: Clearly stated what makes your product different from the competition	5
	Product: Clearly stated what gives your product more value	5
	Price: Stated how you will set the price of your product	5
	Price: Stated how you will determine what your product is worth	5
	Price: Stated how your pricing strategy will set you apart from	5

	the competition	
	Place: Stated how you plan to distribute your product	5
	Place: Identified whether you will be responsible for distribution, or an outside firm, and why	5
	Promotion: Described what promotional vehicles are best to gain customer share for your product	5
	Promotion: Described how you will evaluate the success (or failure) of your promotional objectives	5
Marketing Research	Described in detail the kinds of marketing research you feel will be most effective and how you will evaluate the results	5
	Clear business writing. Spelling and grammar are acceptable = 15	15
Total		75