

MKT-325 Project Individual - Scoring Rubric

Country:

Product:

Name:

Part	Component	Possible	Actual	
Part 1	Culture & Economy Overview			
	1 Culture	10		2-3 pages <input style="width: 100%; height: 20px;" type="text"/>
	2 Economy	10		
	Part 1 Points	20		
Part 2	Preliminary Marketing Plan			
	1 Product (or Service)	10		3-6 pages <input style="width: 100%; height: 20px;" type="text"/>
	2 Promotion	20		
	3 Place (Channels of Distribution)	10		
	4 Price	10		
	Part 2 Points	50		
Part 3	Report Format & Adjustments			
	1 Sources, grammar, adherence	10		
	2 Adjustments	0		
	Part 3 Points	10		
Part 4	Oral Presentation			
	1 Oral presentation	20		3-6 minutes <input style="width: 100%; height: 20px;" type="text"/>
	Part 4 Points	20		
	Total Points	100		

Comments