

**BUS-FP3030****u01a1 - Product Analysis****Learner: Kiera , Little**

OVERALL COMMENTS

Kiera,

It's nice to see you getting started in this course. All of us have a perspective of marketing from the role of a consumer, but this course will be about giving deeper thought to the strategy and messages behind the products that you use every day. I look forward to hearing your thoughts and perspectives of sales and marketing as you work through each of the assessments in this course.

For this assessment you are to introduce your company and product, describe the competition and evaluate the strategy that leads them to success. Looks like you have chosen Peloton and the exercise bike for your analysis, certainly a well-known company to work with.

It is highly recommended that you use the criteria in the scoring guides as headlines so it is clear which one you are addressing. This helps the flow of your paper and ensures that you won't miss one, as these are the criteria that you are scored on – and it makes it easy for me to follow your thoughts. Make sure you are reviewing the guidelines provided in the announcement area as those should help keep you on track. I look forward to reading your next assessment and working with you over these next several weeks together. Good job, you are off to a good start!

Nancy Wilkins, Course Instructor

Note: Make sure to review the “Your Success Starts Here” announcement and video I posted in the Announcement area as well as the guidelines for Assessment 1 for the best way to format your submission. I highly recommend that you review this information for your next assessments to make sure you are getting started on the right track.

Note: If you are making revisions, any revised content needs to be highlighted in yellow so it is easily identifiable.

RUBRICS

CRITERIA 1

Describe a product or service, and its target market.

COMPETENCY

Apply effective marketing planning and implementation.

NON_PERFORMANCE: Does not describe a product or service, and its target market.

BASIC: Discusses aspects of a product or service, and its target market.

PROFICIENT: Describes a product or service, and its target market.

DISTINGUISHED:

Analyzes a product or service, and its target market, including the niche characteristics and traits of the primary target market.

Comments:

To start at the beginning, you were to analyze a specific product especially outlining its unique characteristics and provide a general profile of who the primary target market is. Nice introduction to this company. Looking for a detailed description of the product. Good insight into who the target market is. Note that these assessments are not about the company, they are about the specific product – so make sure you have a specific bike in mind for these assessments.

CRITERIA 2

Discuss branding of a product or service, including the intended audience and product positioning.

COMPETENCY

Apply effective marketing planning and implementation.

NON_PERFORMANCE: Does not discuss branding of the product.

BASIC: Discusses branding of the product.

PROFICIENT: Discusses branding of the product, including intended audience and product positioning.

DISTINGUISHED:

Analyzes branding of a product, including intended audience and product positioning, and the influence the brand has on its product category.

Comments:

I'm not seeing where this criteria is specifically addressed. It is highly recommended that you use the criteria from the scoring guide as headlines to make it clear which one you are addressing. Some further details on the target market are provided. Are there any branding elements you are seeing? Distinctive colors? Logo? Do you think their product positioning is aligned with the customer expectations of the target audience?

CRITERIA 3

Describe the competition for a product or service.

COMPETENCY

Apply effective marketing planning and implementation.

NON_PERFORMANCE: Does not describe the competition for a product or service.

BASIC: Discusses aspects of the competition for a product or service.

PROFICIENT: Describes the competition for a product or service.

DISTINGUISHED: Analyzes the competition for a product, as well as the marketing environment.

Comments:

Brief information on the industry no specific competitors identified. Nordic Track? Lifecycle? Surely there are a few competitors that Peloton is mindful of.

CRITERIA 4

Evaluate product strategies to achieve business success.

COMPETENCY

Examine the relationship of basic marketing strategies to business success.

NON_PERFORMANCE: Does not evaluate product strategies to achieve business success.

BASIC: Discusses product strategies to business success.

PROFICIENT: Evaluates product strategies to business success.

DISTINGUISHED:

Synthesize product strategies to achieve business success, including why the strategies will yield success.

Comments:

Some good analysis on their tactics and strategies that lead them to the market positioning they have today.

CRITERIA 5

Address assessment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.

COMPETENCY

Apply effective marketing planning and implementation.

NON_PERFORMANCE:

Does not respond to the assessment prompt and/or does not organize text appropriately, uses inappropriate tone, or does not include structurally sound sentences.

BASIC:

Addresses the assessment purpose with minimal issues related to evidence, tone, and sentence structure.

PROFICIENT:

Addresses assessment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.

DISTINGUISHED:

Presents a focused purpose through strong organizational skills. Presents evidence through strong paraphrasing/summarizing and appropriate tone and sentence structure.

Comments:

Good conclusion and overall good information in this assessment. Content is mostly in line with the main points in the scoring guides. At times it wasn't clear which criteria you were addressing. It is recommended that you use the criteria from the scoring guides as headlines to make it clear, and to show that each one is being presented. Make sure to review the Your Success Starts Here video posted in the Announcement area. To reach a higher level of scoring, pay close attention to the criteria in the scoring guides and provide specific details from a broad range of sources.

Supplemental Feedback

SUPPLEMENTAL CRITERIA 1**Purpose**

Compose a text that articulates meaning relevant to the main topic, scope, and purpose of the prompt

BEGINNING: This text is unrelated to the assignment prompt.

DEVELOPING:

This text is related to the assignment prompt but does not demonstrate an understanding of the main topic, scope, and purpose.

SKILLED:

This text responds to the assignment prompt and appropriately addresses the main topic, scope, and purpose.

ADVANCED:

This text presents a focused response to the assignment prompt and demonstrates a thorough understanding of the main topic, scope, and purpose.

Comments:

SUPPLEMENTAL CRITERIA 2**Organization**

Develop text using organization, structure, and transitions that demonstrate understanding of relationship between main and subtopics

BEGINNING:

This text does not include a thesis statement and is organized inappropriately for the assignment.

DEVELOPING:

The thesis statement in this text is unclear and/or the text is presented in paragraphs with unclear main idea(s) and/or transitional phrases.

SKILLED:

This text includes a thesis statement and is organized into paragraphs, with clear main ideas and effective transitional phrases.

ADVANCED:

This text reflects a strong thesis statement. Additionally, this text is organized with skillful transitions into paragraphs with clear main ideas, sufficient evidence, analysis, and linking information.

Comments:

SUPPLEMENTAL CRITERIA 3**Evidence**

Integrate into text appropriate use of scholarly sources and evidence

BEGINNING: This text included plagiarized information.

DEVELOPING:

This text lacks synthesis of information from sources and/or the credibility of the sources is questionable, with many flaws in APA citation style.

SKILLED:

The included evidence was integrated and synthesized from outside sources, most of which are scholarly, with minimal flaws in APA citation style.

ADVANCED:

The evidence in this text was integrated and synthesized from credible, scholarly, and professionally sound sources, with minimal flaws in APA citation style.

Comments:

SUPPLEMENTAL CRITERIA 4**Tone**

Apply in text the standard writing conventions for the discipline, including structure, voice, person and tone

BEGINNING: Text uses language inappropriate for the intended audience.

DEVELOPING:

This text does not meet writing conventions for the discipline and lacks appropriate voice, person, and/or tone for the intended audience.

SKILLED:

This text meets writing conventions for the discipline and there were minimal issues in appropriate use of voice, person, or tone for the intended audience.

ADVANCED:

This text exhibits strict adherence to writing conventions for the discipline and uses appropriate voice, person, and tone for the intended audience.

Comments:

SUPPLEMENTAL CRITERIA 5**Sentence Structure**

Produce text with minimal grammar, usage, spelling, and mechanical errors

BEGINNING:

Text meaning is unclear due to errors in sentence structure, grammar, usage, word choice, spelling, or mechanics in 75% or more of text.

DEVELOPING:

Text meaning is interrupted due to sentence structure, grammar, usage, word choice, spelling, or mechanical errors in 25%-75% or more of text.

SKILLED:

Text conveys clear meaning with minimal issues in grammar, usage, word choice, spelling, or mechanical errors in 10%-25% of text.

ADVANCED:

Text complexity and concision conveys clear meaning, with grammar, usage, word choice, spelling, or mechanical errors in 10% or less of text.

Comments: