

Week 6 - Written Assignment Presentation Rubric

Course: MRKT 310 E001 Marketing Principles (2242)

Assessment of Learning Outcome	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
Assessment of Learning Outcome - Integrated Marketing Message	This assignment demonstrates a high level of understanding of a single integrated message reflecting the value proposition and positioning in this writing assignment and can precisely apply the concept to a real product.	This assignment demonstrates a good level of understanding of a single integrated message reflecting the value proposition and positioning in this writing assignment and can effectively apply the concept to a real product.	This assignment demonstrates understanding of a single integrated message reflecting the value proposition and positioning in this writing assignment and can somewhat apply the concept to a real product.	This assignment demonstrates an incomplete understanding of a single integrated message reflecting the value proposition and positioning in this writing assignment, and struggles to apply the concept to a real product.	This effort was off track for the assignment.	/ 50

Assessment of Learning Outcome	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
Assessment of Learning Outcome - Integrated Marketing Communication Tools	This assignment exhibits a high level of understanding of promotional tools, selects two different tools to recommend with reflecting characteristics of the target market and provides effective arguments for their use in this presentation.	This assignment exhibits a good level of understanding of promotional tools, selects two different tools to recommend with reflecting characteristics of the target market and provides effective arguments for their use in this presentation.	This assignment exhibits understanding of promotional tools, selects two different tools to recommend with reflecting characteristics of the target market, but the arguments for their use may need additional support in this presentation.	This assignment demonstrates an incomplete understanding of promotional tools and does not demonstrate the concept's applicability to a real product.	This effort was off track for the assignment.	/ 50

Assessment of Learning Outcome	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
Assessment of Learning Outcome - Integrated Marketing Message Recommendations	This assignment exhibits a high level of understanding of appropriate message and medium reflecting the selected tools from part two of the presentation precisely applying the concept of IMC to a real product.	This assignment exhibits a good level of understanding of appropriate message and medium reflecting the selected tools from part two of the presentation precisely applying the concept of IMC to a real product.	This assignment exhibits understanding of appropriate message and medium reflecting the selected tools from part two of the presentation somewhat applying the concept of IMC to a real product.	This assignment demonstrates an incomplete understanding of appropriate message and medium, and may not reflect the tools selected from part two of the presentation to applying the concept of IMC to a real product.	This effort was off track for the assignment.	/ 50

Assessment of communication technique	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
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Assessment of communication technique	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
Assessment of effective presentation communication	This assignment exhibits a high level of understanding of creating effective PowerPoint presentations for Marketing through a clear, concise, clean, and comprehensive presentation. A title slide and matching clean pages with slide numbers are used.	This assignment exhibits a good level of understanding of creating effective PowerPoint presentations for Marketing through a clear, concise, clean, and comprehensive presentation.	This assignment exhibits an average level of creating effective PowerPoint presentations for Marketing through a clear, concise, clean, and comprehensive presentation, but does seem to present some elements of ambiguity or excessive text.	This assignment demonstrates a significant need for improvement in presentation communication, but does have some understanding of the concept's applicability to a real product.	This effort was off track for the assignment.	/ 50

Assignment Adherence and Writing	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
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Assignment Adherence and Writing	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
Grammar, composition, adherence to submission requirements, effective use of referencing skills	Writing assignment submission is a professionally formatted document containing no typos or grammatical errors. Assignment adheres all all submission requirements. Submission demonstrates superior research and referencing skills including using APA format.	Writing assignment submission is a professionally formatted document; it may have a few typos or grammatical errors. Assignment adheres to all submission requirements. Submission demonstrates adequate research and referencing skills, but may have some issues with attribution of statements of facts or others' opinions; there may be minor issues with APA format.	Writing assignment submission is an acceptably presented document; it may have an unacceptable number of distracting typos or grammatical errors. Assignment does not adhere to all submission requirements outlined in the syllabus. Student demonstrated poor research and referencing skills leaving most statements of facts and others' opinions unattributed; attributions may	Writing assignment is a poorly presented document containing typos and grammatical errors that are very distracting to the reader. Assignment does not comply with most submission requirements. Student does not demonstrate any research and referencing skills. Writing style needs significant help. Suggest student seek the services of UMGC's Effective Writing Program before submitting	Writing assignment is not in an acceptable format.	/ 50

Assignment Adherence and Writing	Level 5 50 points	Level 4 40 points	Level 3 35 points	Level 2 30 points	Level 1 0 points	Criterion Score
			not be in APA format.	further assignments.		

Total	/ 250
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Overall Score

Level 5

225 points minimum

90%-100%

Level 4

200 points minimum

80%-89%

Level 3

175 points minimum

70%-79%

Level 2

150 points minimum

60%-69%

Level 1

0 points minimum

0%-59%

