

# Written Marketing Plan Rubric

100 POINTS

Chapter	State			Team Number		
Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Description of product/client status	The plan contains details of the products/services from the customer's point of view and identifies key competitors and how the product/service is positioned to compete.	The plan describes the products/services; however, detail on the features, benefits and competitors is lacking.	Little to no information is provided on the product/service, its features and benefits or its competitors.		x 1	
<b>Market Analysis</b>						
Client's status in current market	Information is thoroughly and clearly reported, including such things as the type of product/service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is, for the most part, thoroughly and clearly reported, but some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		x 1	
Industry trends	Describes how major trends and information helped identify immediate opportunity	Describes major trends that could impact this industry in the near future	Gives a brief history of the industry but does not demonstrate understanding of trends		x 1	
Buyer profile and behavior	Describes in-depth the buyer in the customer profiles buying roles, buying behavior and buyer decision-making process	Briefly describes the buyer in the customer profiles buying roles, buying behavior and buyer decision-making process	The buyer profile section is incomplete.		x 1	
Competition's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		x 1	
Product's/client's SWOT analysis	A thorough SWOT analysis is provided, and the reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points. The reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points, and there is no reasoning provided for the items.		x 1	
Primary Research results (survey, focus groups, interviews)	Excellent plan for collection of data justified with many facts from current business environment	Adequate data collection plan justified with a few facts from business environment	Data collection plan is unorganized and not supported by business environment		x 1	

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<b>Business Proposal</b>						
	Useful mission statement that is relevant to the business	Mission statement is not totally relevant to the business.	Irrelevant, not matching business use		x 1	
	Identifies and validates key assumptions in the strategy	Identifies and validates most of the key assumptions in the strategy	Does not surface the key assumptions or validation for the strategy		x 1	
	Short- and long-term business goals are attainable and time-bound.	Short- and long-term business goals may not be attainable or are not time-bound.	Goals are missing or are irrelevant to the business.		x 1	
	Clearly identified by demographics and product/service meets needs/wants of target group	Somewhat identified by demographics and product/service may meet needs/wants of target group	Not identified by demographics and product/service does not meet needs/wants of target group		x 1	
<b>Strategies and Action Plan</b>						
	Clearly evident what product/service is being provided	Somewhat evident what product/service is being provided	Unclear what product/service is being provided		x 1	
	Includes the pricing structure and explains why/how these prices were determined	Includes the pricing structure but does not explain how the prices were determined	Does not provide complete pricing structure; some products or services are missing; No rationale for the pricing strategy is given.		x 1	
	Location is very convenient for target market	Location is accessible for target market	Location is not very convenient for target market		x 1	
	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available	Promotional material does not make target market aware of what the product/service is, what it does and where it is available		x 1	
	Unique selling position (USP) in the market clearly determined	Unique selling position (USP) in the market is somewhat determined	Unique selling position (USP) in the market is not determined		x 1	
<b>Budget (income statement, costs, returns, accuracy)</b>						
	Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		x 2	

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<b>Evaluation</b>						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service	Evaluates data or criteria in a way that reflects some basic understanding of the product/service	Has difficulty evaluating important data or criteria, which demonstrates a lack of understanding of the product/service		x1	
<b>Technical Business Writing</b>						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		x1	
Deduction: Written plan received after deadline. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plan format.						
<b>WRITTEN MARKETING PLAN TOTAL POINTS</b>						

Judge's Name

Judge's Signature

Date