

## MARKETING

### Marketing Research & Plan Development

Criteria	<b>Outstanding 4</b>	<b>Proficient 3</b>	<b>Developing 2</b>	<b>Novice 1</b>
Research & Evaluation	Able to conduct proper market research for strategic planning and plan evaluation.	Able to conduct basic market research.	Can design a market research approach but struggles to execute the research.	Demonstrates why market research is important to marketing products and services but cannot design a market research project.
Strategic Planning	Able to develop a professional marketing plan for inclusion in portfolio/presentation to employers.	Understands all elements of a marketing plan, but unable to develop a professional level/portfolio-ready plan.	Can define elements of a marketing plan when prompted but struggles to identify elements independently.	Cannot define the elements of a marketing plan.
Marketing Mix	Expert use of elements of the marketing mix in alignment with marketing research findings and marketing strategy.	Can identify the strengths and weaknesses of various elements of the marketing mix and apply this understanding to analyze real-world case study examples.	Can define essential marketing mix terminology and is able to write/talk about how these concepts are used within the Marketing profession.	Can define essential marketing mix terminology but is unable to write/talk about how these concepts are used within the Marketing profession.
Plan Presentation (Written Plan)	Professional written communication of marketing plan to include all the elements of strategic planning, proper APA, logical flow, and correct grammar/sentence structure.	Can write a marketing plan that includes all elements of strategic planning, but plan includes typos, poor APA, and sentence structure issues.	Understands what constitutes a marketing plan but struggles to write the plan elements.	Can write down the elements of a marketing plan unaided by notes.
Plan Presentation (Oral Plan)	Has a PPT that includes all the elements of a strategic marketing plan, is well prepared and comfortable presenting the information orally.	Has a PPT that includes all the elements of a strategic marketing plan but is unprepared and uneasy presenting the information orally.	Understands what constitutes a marketing plan but struggles to present the plan elements in proper sequence.	Can orally define various elements of a marketing plan unaided by notes.

