

Group Marketing Plan Paper Rubric
BUS 261 Marketing

Criteria	Unacceptable	Acceptable	Exemplary	Points Awarded
Organization	(0) The writing is not logically organized. The reader cannot identify a line of reasoning.	(5) The ideas are arranged logically to support the central purpose or argument. They are usually clearly lined to each other. For the most part, the reader can follow the line of reasoning,	(10) The ideas are arranged logically to support the purpose. They flow smoothly from one to another and are clearly linked to each other. The reader can follow the line of reasoning.	
Explanation of all eight points of the Marketing Plan	(0-10) There are 4-8 points that are either not adequately addressed or there is a not a clear conclusion made.	(40) There are 1-2 points that are either not adequately addressed or there is a not a clear conclusion made.	(60) All required points are adequately addressed for both companies to provide a clear conclusion made.	
Research	(0) More than 50% of the points are not supported by assigned reading for the course, the groups' own market research applicable to their organization, and outside Professionally-Legitimate sources.	(15) Each of the eight points are supported by both assigned reading for the course, the groups' own market research applicable to their organization, along with outside Professionally-Legitimate sources, but the number of sources used for each Analysis Point is unbalanced.	(30) Each of the eight marketing plan analysis points are supported by both assigned reading for the course, the groups' own market research applicable to their organization, along with an equal number of outside Professionally-Legitimate sources.	

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Criteria	Beginning	Advancing	Proficient	Criteria
Applicability	(0) More than 50% of the points do not include directly applicable examples that illustrate the conclusion.	(10) The examples that the group provides to illustrate the conclusion in at least 75% of the points are all directly applicable to the organization the group has chosen to analyze.	(15) The examples that the group provides to illustrate the conclusion in each marketing plan point are all directly applicable to the organization that the group has chosen to analyze.	
Grammar & Spelling	(0) There are so many errors that meaning is obscured and the reader is confused.		(10) The writing is free of errors.	
Formatting	(0) Paper has fewer pages than specified in the assignment. The tone is unprofessional. It is not appropriate for an academic research paper.		(10) Paper is at least 10 pages in length. The tone is consistently professional and appropriate for an academic research paper.	
In-Text Citations	(1) The reader is frequently confused about the source of information and ideas. Format of the in-text citations is not recognizable as APA or there are frequent errors in APA format.		(10) Compelling evidence from professionally legitimate sources outside of the assigned reading is given to support claims. Attribution is clear and fairly represented. APA format is used accurately throughout the paper.	

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Criteria	Beginning	Advancing	Proficient	
Reference Section Citations	(0) Less than 8 Professionally legitimate sources outside of the reading are listed Format of the Reference Section is not recognizable as APA or there are frequent errors in APA format.	N/A	(5) 8 or more Professionally legitimate sources outside of the reading are listed. Format of the Reference section is APA with no errors.	
			TOTAL POINTS AWARDED	_____/150