

MKTG1001 - Marketing Plan Written Report Marking Rubric

Requirement:	Possible Percentage	High Distinction	Distinction	Credit	Pass	Fail
Introduction	0%					
Provides a clear introduction to the new product idea which represents a creative new product or service.						
Macro-environmental analysis	20%	17-20	15-16.5	13-14.5	10-12.5	0-9.5
The primary trend contained within one of the 5 key trend areas is well researched and clear strategic link is made to the opportunity for the new product or service offering.						
PESTEL analysis has been strategically explored, and clear implications identified, for trends that create opportunities for shaping the market offering for the new product or service idea.						
External environment analysis also focuses on evolving threats and their implications on the marketing planning process						
Evidence of adequate organisation/business knowledge and a wide range of resources have been considered in forming the macro-environmental analysis.						
Marketing Strategy	20%	17-20	15-16.5	13-14.5	10-12.5	0-9.5
Clearly identifies unique segments of consumers using appropriate segmentation variables.						
Provides a clear justification for the segment(s) of consumers targeted, providing a rich description of the target audience(s).						
Establishes a clear formal positioning statement for the firm/brand that is motivating to consumers and differentiated from similar or substitute competitive offerings.						
Objectives	5%	4.25-5	3.75-4	3.25-3.5	2.5-3	0-2
Marketing objectives are well prioritised and informed by the situational analysis, and cover all marketing mix elements.						
Marketing objectives are specific, measurable, achievable, realistic, and time-bound (SMART).						
Marketing Mix	40%	34-40	30 – 33.5	26 -29.5	20-25.5	0-19.5
Shows creative deployment of the marketing mix strategies / service offering that will deliver the objectives, are appropriate for the target market(s), and reinforce the brands positioning. Remember, different segments might require different marketing mix strategies.						
Presents a clear and well justified pricing strategy recommendation						
IMC plan (both message, promotional mix and advertising style) is aligned to your marketing strategy, and is clear, focussed, and feasible to implement.						
IMC Creativity	5%	4.25-5	3.75-4	3.25-3.5	2.5-3	0-2
Contents of the creative piece aligns with the brands objectives, is motivated to the target audience, and reinforces the brands positioning.						
Judgement of written Content Overall	10%	8.5-10	7.5-8	6.5-7	5-6	0-4.5
Coherence of plan (i.e., it works as a unified whole)						
Feasibility of plan						
Evidence of extensive and creative thinking						
Completeness (i.e., appropriate level of detail and use of marketing concepts)						

