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| **Marketing Plan Project Rubric** | | | |
|  | Score in % | Score | Weighted  Score |
| This project should include a title page and include the following ten sections  **Section A**  **-Table of Contents** that reflects all the major headings and subheadings with page numbers. (2)  -The project is word-processed and double-spaced, in 12-point font on white paper(2)  -The project is stapled, or otherwise bound together (*not* paper-clipped)(2)  -The project uses concise, clear writing, proper spelling, grammar, and punctuation and easy to read.(2)  -The project appropriately references all sources of materials using **MLA** [**style.**](http://library.senecacollege.ca/Research_Help/Citing_Sources/index.html) and includes a Works Cited reference page at the end (before the appendices). (2)  **Section B**  **-Executive Summary** (10)  **Section C**  Current marketing situation (analyzes the current situation of the company, product,  market, environment, and competition)  Market overview, trend and growth (2)    SWOT analysis (2 By 2 SWOT Analysis)  i. Strengths (2)  ii. Weaknesses (2)  iii. Opportunities (2)  iv. Threats (2)  **Section D**  Competitive and industry analysis: (Analysis of major competitors’ dynamics and strategies)  i. Product overview (2)  Environmental analysis (examines environmental factors affecting the company, its  products, and its marketing)  ii. Macro environmental factors (how demographics, economic climate, technology,  socio-cultural, legal and regulatory issues may affect the marketing plan) (2)  iii. Micro environmental factors (how suppliers, channel members, competitors, and  customers may affect the marketing plan) (2)  iv. Competitive strategy (how the firm will compete) Analysis of major competitors dynamics and strategies (2)  v. Analysis of competitive advantage.(2)  **Section E**  Marketing Strategy (discusses overall strategy and objectives)  a. Mission (2)  b. Marketing objectives (2)  c. Financial objectives (2)  d. Segmentation and Target market identification (2)  e. Positioning (2)  **Section F**  Marketing Mix (describes major elements with specific activities, schedules, and  responsibilities for each program)  a. Product (2 ½ )  b. Pricing (2 ½ )  c. Promotion (2 ½ )  d. Distribution (2 ½ )  **Section G**  Financials (includes budget details of expected revenue, expenses, and profits from  marketing programs-by month, by product, by territory, by manager, etc.)  a. Sales/revenue forecast(s) (2 ½ )  b. Marketing expense budget(s)( 2 ½ )  c. Break-even analysis (2 ½)  d. Profit and loss analysis ( 2 ½)  **Section H**  a. Controls (shows how plan will be put into action, performance measured, and  adjustments made when necessary) (5)  b. Marketing organizational structure (2 ½)  c. Contingency Planning (2 ½)      **Section I**  -**Conclusion and Recommendations**:  This section should identify the knowledge and insight that your group achieved from the project as managers make reference to previous sections.( 5)  -Outline your recommendations for the company. (5)  **Section J**  -Bibliography or Reference List using **MLA** [**style.**](http://library.senecacollege.ca/Research_Help/Citing_Sources/index.html)**(**5)  -Appendices(5)    Total | 10%  10  10  10%  10%    10%    10%  10%  10%  10% | 10  10  10  10  10  10  10  10  10  10  100 |  |