



## MBA 635 Milestone One Guidelines and Rubric

The final project for this course is the creation of a **corporate social responsibility (CSR) addendum** to the business plan you created in MBA 560: Marketing and Strategy. The CSR addendum will include a brief discussion of the mission, vision, and values of the company; the impact of trends in corporate culture and social responsibility on business ideas; and the potential ethical or regulatory issues that affect the corporate strategy and brand development. The CSR addendum will conclude with a discussion of the best potential outcome of the company's CSR efforts and the intrinsic and extrinsic rewards for the company.

For this milestone, submit the Background Information portion of the final project (Section I), describing the company and business product, service, or other idea from the business plan you developed in MBA 560: Marketing and Strategy.

**Note:** If you have not yet completed a business plan in MBA 560, choose a company that you would like to research from the list below. Once you have chosen your company, you may complete this milestone.

- New Balance
- Stonyfield Farms or its parent company, Groupe Danone
- Whole Foods
- Starbucks
- Target
- Apple

Specifically, the following **critical elements** must be addressed:

- Concisely **describe** the company, its service or product, and business idea. Include the company's publicly traded name and stock symbol if these exist.
- Identify the **target stakeholders** and their relationship to the mission, vision, and values of the company.



### Rubric

**Guidelines for Submission:** Your paper must be submitted as a 2-4-page Microsoft Word document with double spacing, 12-point Times New Roman font, one inch margins, and sources cited in APA format.

| Critical Elements                                      | Proficient (100%)                                                                                       | Needs Improvement (75%)                                                                                                                                        | Not Evident (0%)                                                                                                                    | Value       |
|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Background Information:<br/>Company Description</b> | Concisely describes company, product or service, and business idea from business plan or chosen company | Describes company, product or service, and business idea from business plan or chosen company, but description is wordy or vague                               | Does not describe company and business idea from business plan or chosen company                                                    | 40          |
| <b>Background Information:<br/>Target Stakeholders</b> | Identifies target stakeholders and relationship to mission, vision, and values of company               | Identifies target stakeholders and relationship to mission, vision, and values of company, but identification is inaccurate and/or lacks detail                | Does not identify target stakeholders and relationship to mission, vision, and values of company                                    | 40          |
| <b>Articulation of Response</b>                        | Submission has no major errors related to citations, grammar, spelling, syntax, or organization         | Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas | Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas | 20          |
| <b>Total</b>                                           |                                                                                                         |                                                                                                                                                                |                                                                                                                                     | <b>100%</b> |