

## MKTG1001 Assessment 4 Rubric

Performance Levels/Criteria	F (0-29)	F (30-49)	P (50-64)	CR (65-74)	D (75-84)	HD (85-100)
<b>Background</b> ULO1, ULO2 (5 marks)	<p>The required elements have not been included, this may include some or all of the following:</p> <ul style="list-style-type: none"> <li>No background summary provided or the one provided is not relevant.</li> </ul> <p>(0-1.45 marks)</p>	<p>May include some or all of the following:            The background summary provided is a superficial summary of Assessment 2.            The background summary omits two or more of either the: target market, consumer profile or positioning statement from Assessment 2.</p> <p>(1.5-2.45 marks)</p>	<p>May include some or all of the following:            The background summary is provided but omits one or more of the: target market, consumer profile or positioning statement.</p> <p>(2.5-3.2 marks)</p>	<p>May include some or all of the following:            Good but brief background summary. Includes the target market/consumer profile and positioning statements.</p> <p>(3.25-3.7 marks)</p>	<p>May include some or all of the following:            Very good and solid background summary. Includes the target market/consumer profile and positioning statements.</p> <p>(3.75-4.2 marks)</p>	<p>May include some or all of the following:            Excellent comprehensive background summary that includes all of the required (target market/consumer profile and positioning statements) from Assessment 2 in the right amount of detail.</p> <p>(4.25-5 marks)</p>
<b>Develop promotional mix strategy (1<sup>st</sup> tool)</b> ULO1, ULO2, ULO3 (25 marks)	<p>The required elements have not been included, this <u>may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>No identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>No integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>No support of recommended strategy discussion with evidence from academic and peer reviewed sources</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Poor identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Limited / Poor integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Limited / Poor support of recommended strategy discussion with evidence from academic and peer-reviewed sources</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Some/limited identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Some/Limited integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Some / limited support of recommended strategy discussion with evidence from academic and peer reviewed sources</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Good identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Good integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Good / adequate support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Very good identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Very good integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Very good / good support of recommended strategy discussion with evidence from academic and peer reviewed sources</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Excellent identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Excellent integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Excellent / very good support of recommended strategy discussion with evidence from academic and peer reviewed sources</li> </ul>

	<ul style="list-style-type: none"> <li>No links are made between the target market and positioning (Assessment 2) and the recommended strategy.</li> <li>No discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>No identification of marketing analytics</li> </ul> <p>(0-7.25 marks)</p>	<ul style="list-style-type: none"> <li>Limited / Poor links are made between the target market and positioning (Assessment 2) and the recommended strategy.</li> <li>Little/poor discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>No or inappropriate identification of marketing analytics</li> </ul> <p>(7.5 – 12.25 marks)</p>	<ul style="list-style-type: none"> <li>Some/ Adequate links are made between the target market and positioning (Assessment 2) and the recommended strategy.</li> <li>Some / adequate discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Some / poor identification of marketing analytics</li> </ul> <p>(12.5-16 marks)</p>	<ul style="list-style-type: none"> <li>Good/ Adequate links are made between the target market and positioning (Assessment 2) and the recommended strategy.</li> <li>Good / adequate discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Good / adequate identification of marketing analytics</li> </ul> <p>(16.25 – 18.5 marks)</p>	<ul style="list-style-type: none"> <li>Very good / good links are made between the target market and positioning (Assessment 2) and the recommended strategy.</li> <li>Very good / good discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Very good / good identification of marketing analytics</li> </ul> <p>(18.75 – 21 marks)</p>	<ul style="list-style-type: none"> <li>Excellent / very good links are made between the target market and positioning (Assessment 2) and the recommended strategy.</li> <li>Excellent / very good discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Excellent / very good identification of marketing analytics</li> </ul> <p>(21.25 – 25 marks)</p>
<p><b>Develop promotional mix strategy (2<sup>nd</sup> tool)</b></p> <p>ULO1, ULO2, ULO3</p> <p>(25 marks)</p>	<p>The required elements have not been included, this <u>may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>No identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>No integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>No support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>No links are made between the target</li> </ul>	<p><u>This may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Poor identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Limited / Poor integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Limited / Poor support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>Limited / Poor links are made between the</li> </ul>	<p><u>This may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Some/limited identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Some/Limited integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Some / limited support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>Some/ Adequate links</li> </ul>	<p><u>This may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Good identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Good integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Good / adequate support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>Good/ Adequate links are made between the target market and</li> </ul>	<p><u>This may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Very good identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Very good integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Very good / good support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>Very good / good links</li> </ul>	<p><u>This may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Excellent identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>Excellent integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>Excellent / very good support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>Excellent / very good links are made</li> </ul>

	<p>market and positioning (Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>• No discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>• No identification of marketing analytics</li> </ul> <p>(0-7.25 marks)</p>	<p>target market and positioning (Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>• Little/poor discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>• No or inappropriate identification of marketing analytics</li> </ul> <p>(7.5 – 12.25 marks)</p>	<p>are made between the target market and positioning (Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>• Some / adequate discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>• Some / poor identification of marketing analytics</li> </ul> <p>(12.5-16 marks)</p>	<p>positioning (Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>• Good / adequate discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>• Good / adequate identification of marketing analytics</li> </ul> <p>(16.25 – 18.5 marks)</p>	<p>are made between the target market and positioning (Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>• Very good / good discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>• Very good / good identification of marketing analytics</li> </ul> <p>(18.75 – 21 marks)</p>	<p>between the target market and positioning (Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>• Excellent / very good discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>• Excellent / very good identification of marketing analytics</li> </ul> <p>(21.25 – 25 marks)</p>
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<p><b>Develop promotional mix strategy (3<sup>rd</sup> tool)</b></p> <p>ULO1, ULO2, ULO3</p> <p>(25 marks)</p>	<p>The required elements have not been included, this <u>may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>• No identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>• No integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>• No support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>• No links are made between the target market and positioning (Assessment 2) and the recommended</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>• Poor identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>• Limited / Poor integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>• Limited / Poor support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>• Limited / Poor links are made between the target market and positioning (Assessment 2) and</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>• Some/limited identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>• Some/Limited integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>• Some / limited support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>• Some/ Adequate links are made between the target market and positioning</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>• Good identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>• Good integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>• Good / adequate support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>• Good/ Adequate links are made between the target market and positioning (Assessment 2) and the recommended</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>• Very good identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>• Very good integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>• Very good / good support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>• Very good / good links are made between the target market and positioning</li> </ul>	<p><u>This may include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>• Excellent identification of a marketing strategy for the chosen <b>promotion</b> mix element</li> <li>• Excellent integration of the strategy with the chosen <b>promotion</b> mix element's theoretical frameworks and tools.</li> <li>• Excellent / very good support of recommended strategy discussion with evidence from academic and peer-reviewed sources.</li> <li>• Excellent / very good links are made between the target market and positioning (Assessment 2) and</li> </ul>
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	<p>strategy.</p> <ul style="list-style-type: none"> <li>No discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>No identification of marketing analytics</li> </ul> <p>(0-7.25 marks)</p>	<p>the recommended strategy.</p> <ul style="list-style-type: none"> <li>Little/poor discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>No or inappropriate identification of marketing analytics</li> </ul> <p>(7.5 – 12.25 marks)</p>	<p>(Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>Some / adequate discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Some / poor identification of marketing analytics</li> </ul> <p>(12.5-16 marks)</p>	<p>strategy.</p> <ul style="list-style-type: none"> <li>Good / adequate discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Good / adequate identification of marketing analytics</li> </ul> <p>(16.25 – 18.5 marks)</p>	<p>(Assessment 2) and the recommended strategy.</p> <ul style="list-style-type: none"> <li>Very good / good discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Very good / good identification of marketing analytics</li> </ul> <p>(18.75 – 21 marks)</p>	<p>the recommended strategy.</p> <ul style="list-style-type: none"> <li>Excellent / very good discussion of how the marketing strategies will meet the organisation's objectives.</li> <li>Excellent / very good identification of marketing analytics</li> </ul> <p>(21.25 – 25 marks)</p>
<p><b>Conclusion</b> ULO1, ULO2, ULO3 (15 marks)</p>	<p>The required elements have not been included, this <u>may include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>No conclusion is provided, or conclusion is mostly not relevant.</li> </ul> <p>(0-4.35 marks)</p>	<p><u>May include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Conclusion is cursory or simplistic.</li> <li>No implications to the organisation included.</li> </ul> <p>(4.5-7.35 marks)</p>	<p><u>May include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Conclusion offers a basic and superficial summary of Assessment 2&amp;3.</li> <li>Some but limited implications for the organisation are offered.</li> </ul> <p>(7.5 – 9.6 marks)</p>	<p><u>May include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Conclusion offers a good summary of Assessments 2&amp;3.</li> <li>Good/adequate implications for the organisation are offered.</li> </ul> <p>(9 .75– 11.1 marks)</p>	<p><u>May include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Conclusion offers a very good summary of Assessment 2&amp;3.</li> <li>Very good/Good implications for the organisation are offered.</li> </ul> <p>(11.25 – 12.6 marks)</p>	<p><u>May include some or all</u> of the following:</p> <ul style="list-style-type: none"> <li>Conclusion offers an excellent summary of Assessment 2&amp;3.</li> <li>Excellent/very good implications for the organisation are offered.</li> </ul> <p>(12.75 – 15 marks)</p>

<p><b>Professional presentation</b></p> <p>ULO1, ULO2, ULO3</p> <p>(5 marks)</p>	<p><u>May include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Follows stated submission guidelines, including correctly formatted title page, table of contents, headings, sub-headings, reference list, business report styling, etc. with a high number of errors/omissions</li> <li>Demonstrates no use of academic sources and no peer-reviewed sources.</li> <li>A high number of errors impacts extensively on meaning.</li> <li>Harvard Referencing is not used or if used is used incorrectly.</li> </ul> <p>(0-1.45 marks)</p>	<p><u>May include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Follows stated submission guidelines, including correctly formatted title page, table of contents, headings, sub-headings, reference list, business report styling, etc. with many errors/omissions</li> <li>Demonstrates no or very little use of academic sources and less than four (4) peer-reviewed sources.</li> <li>A high number of errors impacts extensively on meaning.</li> <li>Harvard Referencing is not used or if used is used incorrectly.</li> </ul> <p>(1.5-2.45 marks)</p>	<p><u>May include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Follows stated submission guidelines, including correctly formatted title page, table of contents, headings, sub-headings, reference list, business report styling, etc. with some errors/omissions</li> <li>Demonstrates limited use of academic sources (less than 7 different sources used) but has used at least four (4) peer-reviewed sources throughout.</li> <li>Several errors impact somewhat on meaning.</li> <li>Harvard Referencing is attempted but many errors evident.</li> </ul> <p>(2.5-3.2 marks)</p>	<p><u>May include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Follows stated submission guidelines, including correctly formatted title page, table of contents, headings, sub-headings, reference list, business report styling, etc. with occasional errors/omissions</li> <li>Demonstrates good use of academic sources (minimum of 7 different academic sources) with at least four (4) being peer-reviewed sources throughout.</li> <li>Occasional errors impact on times on meaning.</li> <li>Harvard Referencing is mostly well applied.</li> </ul> <p>(3.25-3.7 marks)</p>	<p><u>May include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Follows stated submission guidelines, including correctly formatted title page, table of contents, headings, sub-headings, reference list, business report styling, etc. with very few errors/omissions</li> <li>Demonstrates very good use of academic sources (minimum of 7 different academic sources) with at least four (4) being peer-reviewed sources throughout.</li> <li>Very few errors therefore meaning is consistently communicated.</li> <li>Harvard Referencing is applied consistently well.</li> </ul> <p>(3.75-4.2 marks)</p>	<p><u>May include some or all of the following:</u></p> <ul style="list-style-type: none"> <li>Follows stated submission guidelines, including correctly formatted title page, table of contents, headings, sub-headings, reference list, business report styling, etc. with virtually no errors/omissions</li> <li>Demonstrates excellent use of academic sources (minimum of 7 different academic sources) with at least four (4) being peer-reviewed sources throughout.</li> <li>Virtually no errors therefore meaning is effectively communicated.</li> <li>Harvard Referencing is applied consistently well.</li> </ul> <p>(4.25-5 marks)</p>
	<b>F (0-29)</b>	<b>F (30-49)</b>	<b>P (50-64)</b>	<b>CR (65-74)</b>	<b>D (75-84)</b>	<b>HD (85-100)</b>