**The Marketing Plan**

Marketing Dynamics

*Marketing*

**Business Plan Project Rubric**

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|  | CATEGORY |  | **20** |  | **15** |  | **10** | **5** |  |
|  | **Research** |  | Research was completed in detail with facts and data listed regarding corporation. |  | Research was completed with some facts and data from company’s website present. |  | Research was conducted and some information is present from website. | Research was very minimal with little information present. |  |
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|  | **Neatness** |  | Paper is completed neatly and completely and is easily read. |  | Paper is easily read but has a few illegible areas. |  | Paper is able to be read but is not considered neat or easily readable. | Paper is not neat and is a struggle to read handwriting. |  |
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|  | **Content** |  | Covers topic in depth with details and examples. Subject knowledge is excellent. |  | Includes essential knowledge about the topic. Subject knowledge appears to be good. |  | Includes essential information about the topic but there are one to two factual errors. | Content is minimal  OR there are several factual errors. |  |
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|  | **Organization** |  | Content is well organized using headings or bulleted lists to group related material. |  | Uses headings or bulleted lists but the overall organization of topics appears flawed. |  | Content is logically organized for the most part. | There was no clear or logical organizational structure; just lots of facts. |  |
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|  | **Originality** |  | Product shows a large amount of original thought. Ideas are creative and inventive. |  | Product shows some original thought. Work shows new ideas and insights. |  | Uses other people's ideas (giving them credit), but there is little evidence of original thinking. | Uses other people's ideas but does not give them credit. |  |
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**Total Points Earned \_\_\_\_\_\_\_**