**E-Marketing** **E-Commerce Marketing Plan #2**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Student Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | |  |
|  |  |  | | | | | | | |  |
|  | CATEGORY |  | **20** |  | **10** |  | **5** |  | **1** |  |
|  | **Required** |  | The plan |  | All required |  | All but one of the |  | Several required |  |
|  | **Elements** |  | includes all |  | elements are |  | required |  | elements were |  |
|  |  |  | required |  | included in the |  | elements are |  | missing. |  |
|  |  |  | elements as well |  | plan. |  | included in the |  |  |  |
|  |  |  | as additional |  |  |  | plan. |  |  |  |
|  |  |  | information. |  |  |  |  |  |  |  |
|  | **Knowledge** |  | Student can |  | Student can |  | Student can |  | Student appears |  |
|  | **Gained** |  | accurately |  | accurately |  | accurately |  | to have |  |
|  |  |  | answer all |  | answer most |  | answer about |  | insufficient |  |
|  |  |  | questions related |  | questions related |  | 75% of questions |  | knowledge about |  |
|  |  |  | to facts in the |  | to facts in the |  | related to facts in |  | the facts or |  |
|  |  |  | plan. |  | plan. |  | the plan. |  | processes used |  |
|  |  |  |  |  |  |  |  |  | in the plan. |  |
|  | **Attractiveness** |  | The marketing |  | The marketing |  | The marketing |  | The marketing |  |
|  |  |  | plan is |  | plan is attractive |  | plan is |  | plan is |  |
|  |  |  | exceptionally |  | in terms of |  | acceptably |  | distractingly |  |
|  |  |  | attractive in |  | design, layout |  | attractive though |  | messy or very |  |
|  |  |  | terms of design, |  | and neatness. |  | it may be a bit |  | poorly designed. |  |
|  |  |  | layout, and |  |  |  | messy. |  | It is not |  |
|  |  |  | neatness. |  |  |  |  |  | attractive. |  |
|  | **Grammar** |  | There are no |  | There is one |  | There are two |  | There are more |  |
|  |  |  | grammatical |  | grammatical |  | grammatical |  | than two |  |
|  |  |  | mistakes on the |  | mistake on the |  | mistakes on the |  | grammatical |  |
|  |  |  | plan. |  | plan. |  | plan. |  | mistakes on the |  |
|  |  |  |  |  |  |  |  |  | plan. |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | **Graphics -** |  | All graphics are |  | All graphics are |  | All graphics |  | Graphics do not |  |
|  | **Relevance** |  | related to the |  | related to the |  | relate to the |  | relate to the |  |
|  |  |  | topic and make it |  | topic and most |  | topic. |  | topic. |  |
|  |  |  | easier to |  | make it easier to |  |  |  |  |  |
|  |  |  | understand. |  | understand. |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**