

Rubric for Assessment 1 Strategic Marketing

Criterion	Fail Level (F) 0-49	Pass Level (P) 50-64	Credit Level (C) 65-74	Distinction Level (D) 75-84	High Distinction (HD) 85-100
Understanding of the need for the program to fit the corporate mission and corporate strategy, supported by the use of subject principles and the literature. (10%)	Limited to no understanding	Fair understanding	Reasonably good understanding	Very good understanding	Excellent understanding
Understanding of environmental analysis is demonstrated, with support via application of subject principles and use of the literature. (30%)	Limited to no understanding	Fair understanding	Reasonably good understanding	Very good understanding	Excellent understanding
Ability to develop a well-argued business strategy is demonstrated, with support via application of subject principles and use of the literature. (15%)	Limited to no ability	Fair ability	Reasonably good ability	Very good ability	Excellent ability
Ability to develop well-argued segmentation, targeting and positioning strategies is demonstrated, with support via application of subject principles and use of the literature. (30%)	Limited to no ability	Fair ability	Reasonably good ability	Very good ability	Excellent ability
Presentation is professional – grammar, punctuation and spelling are correct, and the layout is correct and of professional appearance. (7.5%)	Not at all professional	Somewhat professional	Reasonably professional	Professional	Highly professional
Adequate and correct use of the literature, in-text citation of sources and reference list. (7.5%)	Not at all adequate or correct	Partially adequate and correct	Reasonably adequate and correct	Mainly adequate and correct	Completely adequate and correct
Overall grade:					