***Aviator Export Marketing Plan Rubric, Name:***

**High Average Low**

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| --- | --- | --- | --- | --- | --- | --- |
| **1** | Product: Provide a well thought out product improvement list in order of priority. Students explained why they chose the  Particular order. 8pts. | 8 | 7 | 6 | 5 | 4 |
| **2** | Place: Explained how you will get the product to the marketed county (export) 8pts. | 8 | 7 | 6 | 5 | 4 |
| **3** | Price: What price point will you recommend and give explanation as to what criteria you used. 8pts. | 8 | 7 | 6 | 5 | 4 |
| **4** | Promotion: Carefully considered the countries customs when creating the 1 piece (ad for newspaper or magazine, radio or T.V. commercial, and web based ad) 8pts. | 8 | 7 | 6 | 5 | 4 |
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