

Aviator Export Marketing Plan Rubric,
Name:

			High	Average	Low	
1	Product: Provide a well thought out product improvement list in order of priority. Students explained why they chose the	8	7	6	5	4
	Particular order. 8pts.					
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

Aviator Export Marketing Plan Rubric,

Name:

				High	Average	Low
	Product: Provide a well thought out product improvement list in order of priority. Students explained why they chose the	8	7	6	5	4
1	Particular order. 8pts.					
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