

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 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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