

Marketing Plan Rubric

Name: _____

Evaluation Item	Does Not Meet Expectation	Meets Expectations	Exceeds Expectations	Points Earned
Executive Summary includes who, what, where, when, how, and why of the marketing plan	1-2	3-4	5	
Company Description Summarize the history of the business. Include how and who it was founded. Sell the reader on the possibilities of the growth	1-2	3-4	5	
Mission and Goals Include the mission statement and future growth goals- financial and non-financial goals	1-2	3-4	5	
Core Competencies (Competitive Advantage) Details exactly what the company does well over competition. Should focus on customer relations.	1-2	3-4	5	

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SWOT Analysis Identify the company's strengths, weaknesses, opportunities, threats. Must include a chart of the SWOT	1-2	3-4	5	
Competition describe the competition, how the company rises to the challenge of the competition, and refer to any research or surveys that have been conducted.	1-2	3-4	5	
Target Market Who are the intended customers? Who are the current customers? What markets is the company seeking to add?	1-2	3-4	5	
Marketing Mix Outline in detail the 4 P's	1-2	3-4	5	

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Budgeting, Timeline, Monitoring Include financial details, projected sales for the next 3 years, answer how the plan will be monitored and how will the company address shifts that need to be made along the way? Include at least one visual for the timeline.	1-2	3-4	5	
Totals				/45