

RUBRIC

A1: NEW PRODUCTS AND/OR SERVICES

<p><b>NOT EVIDENT</b> The 2 new products and/or services are not identified.</p>	<p><b>APPROACHING COMPETENCE</b> The 2 new products and/or services are inappropriately identified.</p>	<p><b>COMPETENT</b> The 2 new products and/or services are appropriately identified.</p>
--	---	--

A1A: METHODS

<p><b>NOT EVIDENT</b> The provided discussion includes fewer than 3 different methods or the discussion is fundamentally unacceptable.</p>	<p><b>APPROACHING COMPETENCE</b> The provided discussion includes 3 different methods. The discussion is poorly reasoned or lacks sufficient evidence.</p>	<p><b>COMPETENT</b> The provided discussion includes 3 different methods. The discussion is well reasoned and sufficiently supported.</p>
--	--	---

A1B: COMPETITIVE ADVANTAGE

<p><b>NOT EVIDENT</b> The provided explanation does not include 1 competitive advantage that the company will gain or the explanation is fundamentally unacceptable.</p>	<p><b>APPROACHING COMPETENCE</b> The provided explanation includes 1 competitive advantage that the company will gain. The explanation is incomplete (lacks detail on how the company will gain the competitive advantage), unclear, or inappropriate.</p>	<p><b>COMPETENT</b> The provided explanation includes 1 competitive advantage that the company will gain. The explanation is complete (provides detail on how the company will gain the competitive advantage), clear, and appropriate.</p>
--	--	---

A1C: INHERENT RISKS

<p><b>NOT EVIDENT</b> The provided discussion includes fewer than 2 inherent risks associated with the launch. The discussion does not include how to minimize the identified risks.</p>	<p><b>APPROACHING COMPETENCE</b> The provided discussion includes 2 inherent risks associated with the launch and how to minimize the identified risks. The discussion is poorly reasoned or lacks sufficient evidence.</p>	<p><b>COMPETENT</b> The provided discussion includes 2 inherent risks associated with the launch and how to minimize the identified risks. The discussion is well reasoned and sufficiently supported.</p>
--	---	--

A2: CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE

<p><b>NOT EVIDENT</b> A discussion of the customer relationship management system is not provided or the discussion is fundamentally unacceptable.</p>	<p><b>APPROACHING COMPETENCE</b> The provided discussion of the customer relationship management system is inadequate. The discussion is poorly reasoned or lacks sufficient evidence.</p>	<p><b>COMPETENT</b> The provided discussion of the customer relationship management system is adequate. The discussion is well reasoned and sufficiently supported.</p>
--	--	---

A2A: CRM INFORMATION

<p><b>NOT EVIDENT</b> An explanation of how the information generated by the CRM system will be used to continue to drive CRM practices and track sales in a global market is not provided or the explanation is fundamentally unacceptable.</p>	<p><b>APPROACHING COMPETENCE</b> The provided explanation is incomplete (lacks detail on how the information generated by the CRM system will be used), unclear, or inappropriate.</p>	<p><b>COMPETENT</b> The provided explanation is complete (provides detail on how the information generated by the CRM software will be used), clear, and appropriate.</p>
--	--	---

A3: DISTRIBUTION CHANNEL

<p><b>NOT EVIDENT</b> A discussion of <i>at least</i> 1 distribution channel is not provided or the discussion is fundamentally unacceptable.</p>	<p><b>APPROACHING COMPETENCE</b> The provided discussion of <i>at least</i> 1 distribution channel is inadequate. The discussion is poorly reasoned or lacks sufficient evidence.</p>	<p><b>COMPETENT</b> The provided discussion of <i>at least</i> 1 distribution channel is adequate. The discussion is well reasoned and sufficiently supported.</p>
---	---	--

A3A: KEY CONSIDERATIONS

<p><b>NOT EVIDENT</b> An analysis of key considerations is not provided or the analysis is fundamentally unacceptable.</p>	<p><b>APPROACHING COMPETENCE</b> The provided analysis of key considerations is insufficient. The analysis is poorly reasoned or lacks sufficient evidence.</p>	<p><b>COMPETENT</b> The provided analysis of key considerations is sufficient. The analysis is well reasoned and sufficiently supported.</p>
--	---	--

A3B:GLOBAL SUPPLY CHAIN

**NOT EVIDENT**

An analysis of how the global supply chain may affect the product or service is not provided or the analysis is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided analysis of how the global supply chain may affect the product or service is insufficient. The analysis is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided analysis of how the global supply chain may affect the product or service is sufficient. The analysis is well reasoned and sufficiently supported.

A4:MAJOR PRICING STRATEGY

**NOT EVIDENT**

A discussion of a major pricing strategy is not provided or the discussion is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided discussion of a major pricing strategy is insufficient. The discussion is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided discussion of a major pricing strategy is sufficient. The discussion is well reasoned and sufficiently supported.

A4A.COSTS ASSOCIATED WITH DEVELOPMENT AND LAUNCH

**NOT EVIDENT**

The costs associated with developing and launching the new products and/or services are not identified.

**APPROACHING COMPETENCE**

The costs associated with developing and launching the new products and/or services are inappropriately identified.

**COMPETENT**

The costs associated with developing and launching the new products and/or services are appropriately identified.

A4B:CONSUMER ACCEPTANCE OF PRICE

**NOT EVIDENT**

An evaluation of consumer acceptance is not provided or the evaluation is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided evaluation of consumer acceptance is insufficient. The evaluation is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided evaluation of consumer acceptance is sufficient. The evaluation is well reasoned and sufficiently supported.

A4C:COMPETITOR PRICES

**NOT EVIDENT**

An evaluation of competitor prices is not provided or the evaluation is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided evaluation of competitor prices is insufficient. The evaluation is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided evaluation of competitor prices is sufficient. The evaluation is well reasoned and sufficiently supported.

A5:PROMOTIONAL STRATEGY

**NOT EVIDENT**

A discussion of the promotional strategy is not provided or the discussion is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided discussion of the promotional strategy is insufficient. The discussion is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided discussion of the promotional strategy is sufficient. The discussion is well reasoned and sufficiently supported.

A5A:MASS AND SOCIAL MEDIA CHANNELS

**NOT EVIDENT**

The discussion does not identify 2 mass media and 2 social media channels.

**APPROACHING COMPETENCE**

The provided discussion inappropriately identifies 2 mass media and 2 social media channels.

**COMPETENT**

The discussion appropriately identifies 2 mass media and 2 social media channels.

A5A1:JUSTIFICATION OF MEDIA CHANNELS

**NOT EVIDENT**

A justification of why the media channels were chosen is not provided or the justification is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided justification of why the media channels were chosen is insufficient. The justification is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided justification of why the media channels were chosen is sufficient. The justification is well reasoned and sufficiently supported.

ASB: SALES PROMOTION ACTIVITIES

**NOT EVIDENT**

A discussion of 2 sales promotion activities is not provided or the discussion is fundamentally unacceptable.

**APPROACHING COMPETENCE**

The provided discussion of 2 sales promotion activities is insufficient. The discussion is poorly reasoned or lacks sufficient evidence.

**COMPETENT**

The provided discussion of 2 sales promotion activities is sufficient. The discussion is well reasoned and sufficiently supported.

B: SOURCES 

**NOT EVIDENT**

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

**APPROACHING COMPETENCE**

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

**COMPETENT**

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

C: PROFESSIONAL COMMUNICATION 

**NOT EVIDENT**

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

**APPROACHING COMPETENCE**

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

**COMPETENT**

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.