

MKT 618 Homework Guidelines and Rubric

Overview: Various homework assignments are assigned throughout the course. In these assignments, you will be required to apply your analytical skills to different company scenarios. In each scenario, students will have to analyze the company profile, make accurate calculations using the appropriate metrics, and make recommendations for marketing strategies to be implemented.

Specifically, the following critical elements must be addressed:

- a. **Analysis of the company/company profile:** Provide an analysis of the current state of the selected organization, including background information.
- b. **Application of metrics and calculations:** Use the applicable marketing metrics to calculate the necessary information for your recommendations.
- c. **Marketing strategies and recommendations:** What marketing strategies would you recommend for this company?

Guidelines for Submission: Homework should follow these formatting guidelines: Use of three sources, 2 pages double spacing, 12-point Times New Roman font, one-inch margins, and citations in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (75%)	Not Evident (0%)	Value
Analysis of Company	Meets “Proficient” criteria substantiated with evidence to support the analysis	Analyzes the company and provides an overview of current marketing from the company profile	Analysis of the company and current marketing from the company profile is insufficient	Does not include analysis of the company profile	30
Metrics and Calculations	Meets “Proficient” criteria and substantiates calculations using specific examples	Calculates necessary information to inform recommendations	Calculations are missing key components	Does not complete calculations	30
Recommendations	Meets “Proficient” criteria and provides evidence supported by scholarly research	Proposes specific suggestions for marketing strategies	Suggestions for marketing strategies are minimal	Does not propose marketing strategies	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%