**Grading Guide**

| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| Student’s plan for setting price and a distribution model (place/distribution) addresses at least three elements from the Price and Place/Distribution list provided here:  Price and Place/Distribution:  Distribution Strategies  Channels, Mass, Selective, Exclusive  Positioning within channels  Dynamic/Static Pricing Strategies  Channel tactics (Pricing)  Daily pricing, promotion pricing, List pricing |  |  |  |  |
| The plan is a minimum of 700 words in length. Note: Charts/graphs/tables do not count toward the word count. |  |  |  |  |

| ***Writing Guidelines*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| The paper—including tables and graphs, headings, title page, and reference page—is consistent with APA formatting guidelines and meets course-level requirements. |  |  |  |  |
| Intellectual property is recognized with in-text citations and a reference page. |  |  |  |  |
| Paragraph and sentence transitions are present, logical, and maintain the flow throughout the paper. |  |  |  |  |
| Sentences are complete, clear, and concise. |  |  |  |  |
| Rules of grammar and usage are followed including spelling and punctuation. |  |  |  |  |