

MARKETING PLAN RUBRIC TEMPLATE

MARKETING PLAN NAME
REVIEWER NAME

DATE

RUBRIC	SCORE	SCORING SCALE	TOTAL
EXCEPTIONAL; Expectations Exceeded	4	EXCEPTIONAL	82 – 88
SATISFACTORY; Standards Met	3	SATISFACTORY	71 – 81
NEEDS IMPROVEMENT; Standards Met Partially	2	NEEDS IMPROVEMENT	60 – 70
UNSATISFACTORY; Standards Not Met	1	UNSATISFACTORY	0 – 59

PRODUCT / CLIENT STATUS	4	3	2	1
Provided comprehensive details of products / services				
Customer's point of view clearly outlined				
Product / service competitive position provided; key competitors named				
PRODUCT / CLIENT STATUS TOTAL SCORE		WEIGHT	1	

MARKET ANALYSIS	4	3	2	1
Current marketing efforts and knowledge of competitors and customers define client's status in current market				
Major industry trends outlined to inform and identify the offering's immediate opportunity				
Comprehensive customer profiles, description of buying roles, behaviors, and customer decision-making process				
Completed SWOT analysis: Competition				
Completed SWOT analysis: Product / Client				
Primary research results provided: surveys, focus groups, interviews, etc.; Plan for data collection justified / facts provided				
MARKET ANALYSIS TOTAL SCORE		WEIGHT	1	

BUSINESS PROPOSAL	4	3	2	1
Provided effective mission statement relevant to the business				
Strategy identifies and validates key assumptions				
Short- and Long-term goals are attainable and time-bound				
Target market clearly identified by demographics, and wants and needs met				
BUSINESS PROPOSAL TOTAL SCORE		WEIGHT	1	

STRATEGIES AND ACTION PLAN	4	3	2	1
Product / service provided is clearly evidenced				
Pricing structure and determination method provided				
Target market location provided with evidentiary explanation				
Promotional material clearly provides what, where, when, and why				
Clearly determined market unique selling position provided				
STRATEGIES AND ACTION PLAN TOTAL SCORE		WEIGHT	1	

BUDGET	4	3	2	1
Provided complete income statement; Reasonable Return on Investment (ROI) demonstrated; Calculations are accurate and properly organized				
BUDGET TOTAL SCORE		WEIGHT	2	

EVALUATION	4	3	2	1
Data and criteria evaluations demonstrates a comprehensive understanding of product / service offered				
EVALUATION TOTAL SCORE		WEIGHT	1	

TECHNICAL BUSINESS WRITING	4	3	2	1
Proper grammar and correct spelling demonstrated; Source references properly cited; Plan formatted correctly and pleasingly				
TECHNICAL BUSINESS WRITING TOTAL SCORE		WEIGHT	1	

OVERALL MARKETING PLAN TOTAL SCORE	
---	--

