



NATIONAL FFA
CAREER AND LEADERSHIP
DEVELOPMENT EVENTS

Written Marketing Plan Rubric

100 points

CHAPTER		STATE		TEAM NUMBER		
INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Points
Description of product/client status	The plan contains details of the products/services; from the customer’s point of view, and identifies key competitors and how the product/service is positioned to compete.	The plan describes the products/services; however, detail on the features, benefits, and competitors is lacking.	Little to no information is provided on the product /service, its features and benefits, or its competitors.		x 1	
Market Analysis						
Client’s status in current market	Information is thoroughly and clearly reported, including such things as the type of product/ service, current marketing efforts, current knowledge about customers and competitors, etc.	Information is for the most part, thoroughly and clearly reported. But some information that may be critical to the marketing plan is missing.	Information is provided, but there is a great deal of potentially important information missing.		x 1	
Industry trends	Describes how major trends and information helped identify immediate opportunity.	Describes major trends that could impact this industry in the near future.	Gives a brief history of the industry, but does not demonstrate understanding of trends.		x 1	
Buyer profile and behavior	Describes in-depth the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process.	Briefly describes the buyer in the customer profiles buying roles, buying behavior, and buyer decision making process.	The buyer profile section is incomplete.		x 1	
Competition’s SWOT analysis	A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points and reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items.		x 1	

Written Marketing Plan Rubric continued

INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Points
Product/client's SWOT analysis	A thorough SWOT analysis is provided, and reasoning for each item in the SWOT is provided and logical.	SWOT analysis is provided, but there are some missing points and reasoning for each item is not always thoroughly provided and/or logical.	SWOT analysis is provided, but there are missing points and there is no reasoning provided for the items.		x 1	
Primary Research results (survey, focus groups, interviews)	Excellent plan for collection of data justified with many facts from current business environment.	Adequate data collection plan justified with a few facts from business environment.	Data collection plan is unorganized and not supported by business environment.		x 1	
Business Proposal						
Mission statement	Useful mission statement that is relevant to the business.	Mission statement is not totally relevant to the business.	Irrelevant use, not matching business use		x 1	
Key planning assumption	Identifies and validates key assumptions in the strategy.	Identifies and validates most of the key assumptions in the strategy.	Does not surface the key assumptions or validation for the strategy.		x 1	
Short and long-term goals	Short- and long-term business goals are attainable and time-bound.	Short- and long-term business goals may not be attainable or they're not time-bound.	Goals are missing or are irrelevant to the business.		x 1	
Target market	Clearly identified by demographics and product/service meets needs/wants of target group.	Somewhat identified by demographics and product/service may meet needs/wants of target group.	Not identified by demographics and product/service does not meet needs/wants of target group.		x 1	
Strategies and Action Plan						
Product	Clearly evident what product/service is being provided.	Somewhat evident what product/service is being provided.	Unclear what product/service is being provided.		x 1	
Price	Includes the pricing structure and explains why/how these prices were determined.	Includes the pricing structure but does not explain how the prices were determined.	Does not provide complete pricing structure; some products or services are missing. No rationale for the pricing strategy is given.		x 1	
Place	Location is very convenient for target market.	Location is accessible for target market.	Location is not very convenient for target market.		x 1	

Written Marketing Plan Rubric continued

INDICATOR	Very strong evidence of skill present 5-4 points	Moderate evidence of skill present 3-2 points	Strong evidence of skill not present 1-0 points	Points Earned	Weight	Total Points
Promotion	Promotional material makes target market clearly aware of what the product/service is, what it does and where it is available.	Promotional material makes target market somewhat aware of what the product/service is, what it does and where it is available.	Promotional materials does not make target market aware of what the product/service is, what it does and where it is available.		x 1	
Position	Unique selling position (USP) in the market clearly determined.	Unique selling position (USP) in the market is somewhat determined.	Unique selling position (USP) in the market is not determined.		x 1	
Budget (income statement, costs, returns, accuracy)						
	Income statement is complete and demonstrates a reasonable return on investment (ROI); all calculations are accurate and accurately categorized.	Income statement is complete and demonstrates a questionable return on investment (ROI); most calculations are accurate and accurately categorized.	Income statement is not complete and demonstrates an unreasonable return on investment (ROI); most calculations are inaccurate and inaccurately categorized.		x 2	
Evaluation						
	Evaluates data or criteria in a way that reflects an in-depth understanding of the product/service.	Evaluates data or criteria in a way that reflects some basic understanding of the product/service.	Has difficulty evaluating important data or criteria, which demonstrate a lack of understanding of the product/service.		x 1	
Technical Business Writing						
	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is formatted according to the handbook.	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is formatted according to the handbook.	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.		x 1	
Deduction: Written plan received after post-mark. Deduct 10 percent of possible plan score or 10 points.						
Deduction: Five points deducted for incorrect written plan format.						
WRITTEN MARKETING PLAN TOTAL POINTS						



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Marketing Plan Presentation Rubric

200 points

CHAPTER _____ STATE _____ TEAM NUMBER _____

INDICATOR	Very strong evidence of skill present 5-4 points	Moderate evidence of skill present 3-2 points	Strong evidence of skill not present 1-0 points	Points Earned	Weight	Total Score
Marketing Process (Understanding and clear presentation of the six parts of the marketing plan)						
Brief description/ client status	Clear and engaging description of a want or unmet need in the market using data to support claims is presented.	Somewhat clear description of a want or unmet need in the market is presented.	Unclear description of a want or unmet need in the market is presented.		x 1	
Marketing analysis • Status in market • Industry trends • Buyer profile • SWOT analysis	Clear and compelling narrative that seamlessly integrates all important market research concepts from the written plan into the presentation.	Clear narrative that integrates some market research concepts from the written plan into the presentation.	No clear narrative or demonstration of market research concepts from the written plan in the presentation.		x 2	
Primary research	Market is clearly explained using primary market research tools to persuasively support that the business in the presentation.	Market is somewhat explained and demonstrates the use of some primary market research tools to support the business in the presentation.	Market is not explained and do not demonstrate the use of primary market research tools in the presentation.		x 7	
Business proposal • Mission statement • Key planning assumptions • Goals • Target market	Clear and compelling narrative that seamlessly integrates all important business concepts from the written plan into the presentation.	Clear narrative that integrates some business concepts from the written plan into the presentation.	No clear narrative that demonstrates business concepts from the written plan in the presentation.		x 3	
Strategies/action plan • Product • Price • Place, • Promotion, Position	Strategies/actions plans from the written plan are pervasively included into the presentation.	Some strategies/action plan from the written plan are included in the presentation.	No clear presentation of strategies/action plans are included in the presentation.		x 6	

Marketing Plan Presentation Rubric continued

INDICATOR	Very strong evidence of skill present 5–4 points	Moderate evidence of skill present 3–2 points	Strong evidence of skill not present 1–0 points	Points Earned	Weight	Total Score
Budget <ul style="list-style-type: none"> • ROI • Cost of strategies 	Clear and compelling narrative that seamlessly integrates all important financial concepts from the written plan into the presentation.	Clear narrative that integrates some financial concepts from the written plan into the presentation.	No clear narrative or demonstration of financial concepts from the written plan in the presentation.		x 5	
Evaluation <ul style="list-style-type: none"> • Benchmarks • Measuring tools • Alternative strategies 	Clear and compelling narrative that seamlessly integrates all of the important evaluation information from the written plan is included in the presentation.	A narrative that integrates some evaluation information from the written plan is included in the presentation.	No clear demonstration of evaluation information from the written plan is included in the presentation.		x 2	
Communication	Speaks with confidence, presence, poise and eye contact; excellent use of grammar enhances the entire presentation. All members participated equally.	Some problems with pauses, pacing and/or eye contact and language; includes grammar that is average. Two members took an active role in the presentation.	Reads from notes, rarely looks at audience; has problems with pronunciation and/or very low level of grammar is used. All members did not participate equally		x 4	
Question and Answers	Knowledge is evident and provides a clear, concise well-thought out answer to the questions	Provides answers that are somewhat unclear and at times does not answer questions.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer		x 10	
Presentation Total Points						
Deduction: Five points for each minute, or major fraction thereof, presentation went over 15 minutes.						
Written Plan Total Points						
Sub-total (written and presentation)						
NET TOTAL POINTS						
TEAM RANKING						