

MKT 113 Final Project Part I Guidelines and Rubric

Overview

Part I of the final project for this course is the creation of a written product overview.

You have been named the marketing director of a large pet supply company. Your company makes pet food, toys, and supplies that are sold in retail locations and via its online store. While the company has a robust website, it is not on any social media websites and prefers traditional media channels to promote its products.

Your first job is to help the company launch a new pet food line. This line will be for both cats and dogs, and the company is excited because the product is made of all natural ingredients. The new pet food will be sold for about 10% more than its competitor's pet food product. You will need to make some key strategic decisions about how to launch and promote this new product line. Assume you will have the budget that you need.

The project is divided into two parts: Part I, which has **two milestones and a final submission**, and Part II, which is a final presentation. These will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two and Three**. **Final Project Part I is submitted in Module Five. Final Project Part II is submitted in Module Seven** (see the Final Project Part II Document for more details).

In Final Project Part I, you will demonstrate your mastery of the following course outcomes:

- Utilize foundational marketing terminology for identifying effective marketing strategies
- Describe internal and external market factors that impact marketing decisions and strategies
- Describe the role of the consumer for improving marketing strategies
- Analyze the strengths and weaknesses of a company's marketing activities to influence future strategies

Prompt

Your Final Project Part I: Product Overview will be a written document, 2–4 pages in length, in APA format. A template has been provided to give additional details on the paper structure and content.

Specifically the following **critical elements** must be addressed:

I. Initial Overview

a) Market **Factors**

Describe the internal and external market factors the company should consider.

- i. Complete the **SWOT** matrix and include information on the product strengths, weaknesses, opportunities, and threats. Provide necessary details to support each example.

- ii. Explain the SWOT **findings** and how they can help you market your new product. Consider what the strengths of the products are and how you can leverage those to take advantage of opportunities.

b) **Target Market Analysis**

Describe the target market for the new product.

- i. What is **your company's** target market? What is the demographic, psychographic, and geographic breakdown of your target market?
- ii. What are the **wants and needs** of this target market? Why would the product either appeal to their wants or satisfy their needs?

II. **Marketing Strategy**

Identify marketing strategies that you would suggest for the company.

- a) **Identify** the most important marketing strategies that you would recommend the company use, and explain why you have chosen them.
- b) Outline the **4 P's** (price, place, promotion, and product) for each of the strategies you have identified. How will you use the 4 P's to inform your strategies?
- c) Identify one marketing strategy you would recommend that the company **avoid**, and explain why.
- d) Outline the 4 P's (price, place, promotion, and product) for the strategy you are **not recommending**. Are there changes you could make to the 4 P's that would make the strategy more likely to be successful?

Milestones

Milestone One: SWOT Analysis and Discussion

In **Module Two**, you will submit a **SWOT analysis through the discussion topic**. Your SWOT analysis will outline the strengths, weaknesses, opportunities, and threats facing the pet supply store's new product. Ensure that you discuss which of the product's strengths you will be leveraging in your marketing activities. In your response posts to your classmates, discuss how the threats or weaknesses could affect your classmates' proposed marketing activities. **This milestone is graded with the Milestone One Rubric.**

Milestone Two: Target Market Analysis

In **Module Three**, you will submit your **written target market analysis** in a 1- to 2-page Word document that will describe in detail your selection of the target market of the pet supply store, including the demographic, geographic, and psychographic details, the needs and wants of this target market, and how this new product will satisfy one or more of these needs or will appeal to a want of the target market. **This milestone is graded with the Milestone Two Rubric.**

Final Submission: Product Overview

In **Module Five**, you will submit your detailed **written product overview** that will include your proposed marketing strategy in addition to the product overview. A template has been provided to guide you. Your paper should be a complete, polished artifact containing **all** of the critical elements of Final Project Part I. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded with the Final Project Part I Rubric.**

Final Project Part I Rubric

Guidelines for Submission: Using the template provided, your product overview must be 2 to 4 pages in length (plus a cover page and references) and must be written in APA format (APA 6th edition). Use double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Initial Overview: Factors: SWOT	Meets “Proficient” criteria and provides resources to support analysis	Completes the SWOT analysis for the product and incorporates appropriate details to clarify explanations	Completes a SWOT analysis for the product that is cursory or does not incorporate appropriate details to clarify explanation	Does not develop a complete SWOT	12
Initial Overview: Factors: Findings	Meets “Proficient” criteria and makes connections between strengths and opportunities	Explains the SWOT findings and articulates how they can help the marketing of the new product	Explains the SWOT findings but does not relate them to marketing the new product	Does not explain the SWOT findings	12
Initial Overview: Target Market: Your Company	Meets “Proficient” criteria and utilizes outside resources to support the target market identification	Identifies the company’s target market, including demographic, psychographic, and geographic information	Identifies the company’s target market, but does not include all appropriate data	Does not identify company’s target market	12
Initial Overview: Target Market: Wants and Needs	Meets “Proficient” criteria and draws comparisons to wants and needs of target markets of similar products	Identifies the target market’s wants and needs and explains why the product will appeal to those wants or needs	Identifies the target market’s wants and needs, but does not explain how the product appeals to those wants and needs	Does not identify target market’s wants and needs	12
Marketing Strategy: Identify	Meets “Proficient” criteria and provides real-world examples of how these strategies have been used	Identifies the most important marketing strategies that would be recommended for the company to use and explains choice	Identifies marketing strategies, but does not explain why they have been chosen	Does not identify marketing strategies	12
Marketing Strategy: 4 P’s	Meets “Proficient” criteria and describes how 4 P’s will be used to inform strategies	Outlines the 4 P’s (price, place, promotion, and product) for each of the strategies identified	Outlines some of the 4 P’s or only outlines the 4 P’s for one strategy	Does not outline the 4 P’s	12
Marketing Strategy: Avoid	Meets “Proficient” criteria and provides real-world examples of how this strategy has been used	Identifies one marketing strategy that would be recommended for the company to avoid and explains why	Identifies one marketing strategy that would be recommended for the company to avoid, but does not explain why	Does not identify a marketing strategy that will be ineffective	12
Marketing Strategy: Not Recommending	Meets “Proficient” criteria and describes how the 4 P’s of the strategy could be changed to make it more effective	Outlines the 4 P’s (price, place, promotion, and product) for the strategy not being recommended	Outlines some of the 4 P’s for the strategy not being recommended	Does not outline the 4 P’s	12

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	4
Earned Total					100%