

Marketing Plan Grading Sheet

Project/Company _____

Team Members _____

1. Executive Summary (Synopsis of Situation and Key Aspects of the Marketing Plan)

1 2 3 4 5 6 7 8 9 10

2. Environmental Analysis (Environmental Context, SWOT, from industry analysis, current objectives and performance)

1 2 3 4 5 6 7 8 9 10

3. Desired Results (Goals and Objectives)

1 2 3 4 5 6 7 8 9 10

4. Marketing Strategies (Target market(s) and Marketing mix for market(s))

1 2 3 4 5 6 7 8 9 10

5. Product Market Fit (Key characteristics of each market, Distribution, Product Benefits as perceived by Customers, Likely competitive response to proposed product(s))

1 2 3 4 5 6 7 8 9 10

6. Control Measures (Performance measures and Evaluation procedures)

1 2 3 4 5 6 7 8 9 10

7. Financial Projections (Delineation of costs, Estimates of sales and revenues, Estimates of profit, ROI, etc.)

1 2 3 4 5 6 7 8 9 10

8. WRITING QUALITY: (Use of proper grammar, sentence structure, punctuation, capitalization, etc.)

1 2 3 4 5 6 7 8 9 10

9. USE OF PROPER REFERENCING: (All facts/figures properly referenced.)

1 2 3 4 5 6 7 8 9 10

10. OVERALL PROFESSIONAL APPEARANCE OF THE PLAN: (Quality of title page, table of contents, headings/sub-headings, graphs, charts and tables, neat, bound, correct spelling of words, free of typographical errors, etc.)

1 2 3 4 5 6 7 8 9 10

Total score:

Comments in the body of the document.