

## Unit 4 Marketing in a Global Economy

**Directions** Use this rubric for self-assessment and peer assessment.

Content Criteria	Unacceptable (1–5 points)	Satisfactory (6–9 points)	Exemplary (10 points)	Weight	Score
<b>Describe</b> how a U.S. company can learn about the needs of the consumers in another country.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Describe</b> how the language barrier affects trade with this country.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Describe</b> how the political, economic, cultural, and technological factors affect doing business with this country.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Explain</b> how the climate affects the goods and services that could be marketed in this country.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Describe</b> the results of your research to a family member or other adult.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Describe</b> how marketing in a global economy affects the business and career in which you are interested.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
<b>Explain</b> what the investigation and results mean to you.	Does not meet most objective criteria	Meets most objective criteria	Exceptional; Fully meets all objective criteria	10	
Writing Process Criteria	Unacceptable (1–3 points)	Satisfactory (4–5 points)	Exemplary (6 points)	Weight	Score
<b>Organization</b>	Incoherent and/or disorganized	Coherent and well organized	Exceptional	6	
<b>Detail</b>	Few or no details provided	General details provided	Appropriate specific details provided	6	
<b>Grammar</b>	Many errors	Few errors	No errors	6	
<b>Style</b>	Inconsistent style	Consistent style	Flawless style	6	
<b>Neatness</b>	Scrawled and illegible	Neatly handwritten or typed	Creatively designed and executed	6	
<b>TOTAL</b>				<b>100</b>	