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Rubric for Assessment of Your Marketing Plan for E-Resources

Marie R. Kennedy

Loyola Marymount University, marie.kennedy@lmu.edu

Cheryl LaGuardia

Harvard University

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Table 5.1: Rubric for assessment of your marketing plan

Marketing cycle component	Rationale for ranking	0	1	2	3	4
Project description	0: none written 1: 1 reason 2: 2 reasons 3: 3 reasons 4: 4 reasons					
Current market	0: didn't attempt 1: poor understanding 2: close, but needs work 4: accurate					
SWOT analysis	0: didn't attempt 1: 1 component 2: 2 components 3: 3 components 4: 4 components					
Target market	1: poor knowledge 2: some understanding 4: clear					
Goal	1: not reasonable 4: achievable					
Strategy	1: poorly chosen 2: could be better 4: well chosen					
Action plan, timeline	0: no plan 1: misjudged 2: wrong more than right 3: right more than wrong 4: mostly right					
Action plan, staff	0: no plan 1: choose poorly 2: wrong more than right 3: right more than wrong 4: well planned					
Action plan, budget	0: no plan 1: misjudged 2: wrong more than right 3: right more than wrong 4: accurate					
Measurement	0: didn't measure 2: poor measurement 4: good measurement					
Assessment	0: didn't assess 2: poor assessment 4: good assessment					

Kennedy, Marie R., and Cheryl LaGuardia. 2012. *Marketing Your Library's Electronic Resources: A How-To-Do-It Manual*®. Chicago: American Library Association. This table is from Chapter 5: Assessing your marketing plan.