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Rubric for Assessment of Your Marketing Plan for E-Resources

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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 component addressed 2: 2 components addressed 3: 3 components addressed 4: 4 components addressed					
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 have been 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					