Rigorous Learning Goal/Scale

Course: Unit 1	Honors Marketing (Ch 1-5)
Score 4 Additional Success with the complex content and concepts—inferences, novel applications	**In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.** • **Student makes no major errors or omissions regarding the score 4 content**
Score 3 Mastery of complex content and concepts of learning goal	**TARGET LEARNING GOAL: The student will be able to understand the importance of the marketing planning process and how it differs at various levels in an organization.** • Analyze the difference b/w strategic planning vs tactical • Analyze the steps in the marketing planning process related to planning • Describe those characteristics that influence strategy decision making • Explain how marketing tools can be used in marketing planning • Explain relationship b/w ethics and social responsibility • Analyze the importance of Social media initiative **Student makes no major errors or omissions regarding the score 3 content**
Score 2 Success with simpler content—vocabulary, foundational skills	**The student will recognize or recall specific vocabulary or basic content, such as:** • Strategic and tactical planning, SWOT analysis, SBUs, market share, planning, marketing planning, marketing mix, marketing concept, marketing myopia, nontraditional marketing, social media **The student will perform basic skills or process, such as:** • Chart comparisons of planning at different levels • Group titles of top management, middle management and supv. Management and identify types of planning at this level • Identify components and steps in the marketing planning process • Identify marketing tools that assist in marketing planning • Research management hierarchy levels in various companies • Chart comparisons of non-traditional marketing • Research social media sites and their strategies **Student makes no major errors or omissions regarding the score 2 content**
Score 1 Partial success with help	**With help, student achieves partial success at score 2 content and/or score 3 content**
Score 0 No success even with help	**Even with help, no success**