

Learning Goals and Scales
2016-2017

Rigorous Learning Goal/Scale

Course: Unit 3	Honors Marketing (Ch 9,11)
<p>Score 4</p> <p>Additional Success with the complex content and concepts—inferences, novel applications</p>	<p>In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.</p> <ul style="list-style-type: none"> • Student makes no major errors or omissions regarding the score 4 content
<p>Score 3</p> <p>Mastery of complex content and concepts of learning goal</p>	<p>TARGET LEARNING GOAL: The student will be able to understand the role of marketing segmentation to a business.</p> <ul style="list-style-type: none"> • Summarize position strategies and the reasons for positioning and repositioning • Differentiate transaction based vs relationship marketing • Construct a loyalty based system utilizing relationship marketing • Write a plan for a strategic alliance and hypothesize benefits • Create a plan to attract customers at first level of relationship continuum-price-and move to next level <p>Student makes no major errors or omissions regarding the score 3 content</p>
<p>Score 2</p> <p>Success with simpler content—vocabulary, foundational skills</p>	<p>The student will recognize or recall specific vocabulary or basic content, such as:</p> <ul style="list-style-type: none"> • Transaction marketing, marketing segmentation, product-related segments, 80/20 principle, micromarketing, positioning, relationship marketing, grassroots marketing, strategic alliance, supply chain, viral marketing <p>The student will perform basic skills or process, such as:</p> <ul style="list-style-type: none"> • Classify business products vs consumer products • Identify branded products and loyalty to those products • Identify strategies used to position products • Name the ways to segment a market • Outline the role of market segmentation • Define positioning strategies <p>Student makes no major errors or omissions regarding the score 2 content</p>
<p>Score 1</p> <p>Partial success with help</p>	<p>With help, student achieves partial success at score 2 content and/or score 3 content</p>
<p>Score 0</p> <p>No success even with help</p>	<p>Even with help, no success</p>