Rigorous Learning Goal/Scale

Course: Unit 3	Honors Marketing (Ch 9,11)
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 how firms can enhance customer satisfaction** • Create a customer satisfaction survey • Construct a plan to rejuvenate lost relationships • Investigate customer complaints an analyze responses • Critique mission statements seeking customer-relationship techniques • **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:** • Affinity marketing, co-branding, co-marketing, collaborative planning, customer win-back, customer satisfaction, relationship marketing, internal marketing, mission statements **The student will perform basic skills or process, such as:** • Identify how companies build buyer-seller relationships • Explain customer relations management • Identify ways to measure customer satisfaction • Distinguish between co-branding and co-marketing • Research mission statements for several large companies and analyze content for customer satisfaction statements **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**