**Rigorous Learning Goal/Scale**

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| **Course:**  | **Marketing 1: Unit 1** |
| **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 explain the importance of and develop a marketing plan.*** Conduct a SWOT analysis.
* Analyze and develop a market profile.
* Critique the elements of a marketing plan.
* Construct a marketing plan.

**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:** SWOT Analysis, PEST Analysis, Marketing Plan, Marketing Strategy, Sales Forecast, Performance Standard, Market Segmentation, Demographics, Mass Marketing.**The student will perform basic skills or process, such as:** * Describe factors of a SWOT and PEST analysis.
* Describe each marketing core function.
* List market segmentation options.
* Explain the basic elements of a marketing plan.

**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** |