**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** |