

**MKT 301****Marketing Plan: SWOT Analysis Guidelines and Rubric**

With the product or service selected for the Marketing Plan, conduct a SWOT Analysis. Click [Marketing Plan: SWOT Analysis Example](#) to view a sample of this assignment.

You are required to use a chart for the analysis. Click [SWOT Analysis Table](#) to download the template.

For each of the four parts of the SWOT Analysis, at least four factors are required; however, more may be needed depending on the product or service. Part of the grade will depend on how well the critical SWOT factors are addressed. Bullets may be used, but grammar, punctuation, and spelling will count.

Submit the Marketing Plan: SWOT Analysis to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 3.** (This Dropbox basket is linked to Turnitin.)

Criteria	A	B	C	D	F
<b>Punctuality</b>	On time.	10% for each day.	10% for each day.	10% for each day.	10% for each day.
<b>Grammar</b>	One-point deduction for each error in APA, grammar, spelling, or punctuation.	One-point deduction for each error in APA, grammar, spelling, or punctuation.	One-point deduction for each error in APA, grammar, spelling, or punctuation.	One-point deduction for each error in APA, grammar, spelling, or punctuation.	One-point deduction for each error in APA, grammar, spelling, or punctuation.
<b>Length</b>	Full points for meeting the length requirement.	10-point deduction for 75%.	30-point deduction for 50%.	40-point deduction for 25%.	50-point deduction for less than 25%.
<b>Content</b>	Full points for fully meeting the content requirements.	10-point deduction for 75%.	20-point deduction for 50%.	30-point deduction for 25%.	40 points and up for missing content beyond 25% of what is required.