* **[Week 6 Assignment](https://blackboard.strayer.edu/webapps/blackboard/execute/uploadAssignment?content_id=_3576052_1&course_id=_49623_1&assign_group_id=&mode=view)**

Click the link above to submit you assignment.

**Assignment #3: Pricing Strategy and Channel Distribution**

This activity is part of your marketing plan. Prepare a 4-5 page report, addressing the following:

* 1. Determine and discuss a pricing strategy (Penetration or Skimming).
  2. Determine and discuss pricing tactics (Product line pricing, Value pricing, Differential pricing, or Competing against private brands) to be used for your product.
  3. Identify any legal and ethical issues related to the pricing tactics.
  4. Prepare a marketing distribution channel analysis identifying the wholesaler, distributor, and retailer relationships.
  5. Discuss how the distribution strategy fits the product/service, target market, and overall marketing objectives for the company.

Use at 2 references to support the discussion on the marketing pricing objectives and product distribution.  
  
  
The report will be graded using the following rubric.

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| **Grading Rubric for Assignment # 4 – *Pricing & Distribution*** |

| **Criteria** | **0**  **Unacceptable** | **20**  **Developing** | **30**  **Competent** | **40**  **Exemplary** |
| --- | --- | --- | --- | --- |
| 1. Determine and discuss a pricing strategy (Penetration or Skimming). | Does not attempt assignment, nor discusses a pricing strategy. | The pricing strategy was discussed, but with less than 70 - 79% accuracy and some of the discussion points were inappropriate or were not identified. | The pricing strategy was discussed and the related impact on strategy, with 80 - 89% accuracy and appropriate information was discussed. | The pricing strategy was discussed and the impact to strategy with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 2. Determine and discuss pricing tactics to be used for your product. | Does not attempt assignment, nor discusses the pricing tactics to be used for the product. | The pricing tactics to be used for the product were discussed, but with less than 70 - 79% accuracy and some accuracy and some of the discussion points were inappropriate or were not identified. | The pricing tactics to be used for the product were discussed y, with 80 - 89% accuracy and appropriate information was discussed. | The pricing tactics to be used for the product were discussed with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 3. Identify any legal and ethical issues related to the pricing tactics. | Does not attempt assignment, nor discusses the legal and ethical issues related to the pricing tactics. | The legal and ethical issues related to the pricing tactics were discussed, but with less than 70 - 79% accuracy and some accuracy and some of the discussion points were inappropriate or were not identified. | The legal and ethical issues related to the pricing tactics were discussed, with 80 - 89% accuracy and appropriate information was discussed. | The legal and ethical issues related to the pricing tactics were discussed with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 4. Prepare a marketing distribution channel analysis identifying the wholesaler, distributor and retailer relationship. | Does not attempt assignment, nor discusses the marketing distribution channel analysis identifying the wholesaler, distributor and retailer relationship. | The marketing distribution channel was discussed, but with less than 70 - 79% accuracy and some of the discussion points were inappropriate or were not identified. | The marketing distribution channel was discussed and the related impact on strategy, with 80 - 89% accuracy and appropriate information was discussed. | The marketing distribution channel was discussed and the impact to strategy with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 5. Discuss how the distribution strategy fits the product/service, target market, and overall marketing objectives for the company. | Does not attempt assignment, nor discusses how the distribution strategy fits the product/service ,target market, and overall marketing objectives for the company. | The distribution strategy and its fit with the product/service, target market, and overall marketing objectives were discussed, but with less than 70 - 79% accuracy and some accuracy and some of the discussion points were inappropriate or were not identified. | The distribution strategy and its fit with the product/service, target market, and overall marketing objectives were discussed, with 80 - 89% accuracy and appropriate information was discussed. | The distribution strategy and its fit with the product/service, target market, and overall marketing objectives were discussed with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 6. Clarity | Did not complete the assignment or explanations are unclear and not organized.  (Major issues) | Explanations generally unclear and not well organized.  (Many issues) | Explanations generally clear and/or organized. (Minor issues) | Explanations very clear and well organized.  (Added helpful details.) |
| 7. Writing – Grammar, sentence structure, paragraph structure, spelling, punctuation, APA usage. | Did not complete the assignment or had 8 or more different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. (Major issues) | Had 6 - 7 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. (Many issues) | Had 4 - 5 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. (Minor issues) | Had 0 - 3 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. |