**DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 2**

**Preparation:** Duplicate the *USP Rating Scale* found on page 2, one per group. Divide the class into groups of three or four students each. Assign each group a product/brand/  
business, or allow the groups to choose their own.

**Process:** Each group is to identify a USP for their product/brand/business and write a plan for putting the USP into action. When the groups have finished, have each present its plan to the class. Use the *USP Rating Scale* to evaluate each group’s performance.

**USP RATING SCALE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Excellent** | **Good** | **Fair** | **Poor** |
| 1. Identified good or service | 4 | 3 | 2 | 1–0 |
| 2. Determined appropriate target market | 4 | 3 | 2 | 1–0 |
| 3. Determined target market’s needs | 4 | 3 | 2 | 1–0 |
| 4. Created easily communicated USP | 4 | 3 | 2 | 1–0 |
| 5. Created USP meaningful to target market | 4 | 3 | 2 | 1–0 |
| 6. Created specific USP | 4 | 3 | 2 | 1–0 |
| 7. Created USP that encouraged target market to take action | 4 | 3 | 2 | 1–0 |
| 8. Created USP that could be fulfilled | 4 | 3 | 2 | 1–0 |
| 9. Created USP that should last the life of the product/brand/business | 4 | 3 | 2 | 1–0 |
| 10. Determined a variety of ways to communicate USP | 4 | 3 | 2 | 1–0 |