## MKTG 489 Grading Rubric for Written Assignments

Criteria:	Very Poor (0)	Poor (1)	Average (2)	Good (3)	Excellent (4)	Score
C CONTENT/ CASE: clarity, completeness	Misses two or more elements of the case; major factual errors; misinterprets	Misses one major element of the case; leaves out essential information;	Handles case material competently; includes essential information; factually	Handles all elements of the case with skill; develops and supports ideas in a better-than- average way.	Handles all elements of the case professionally; develops and supports ideas using well-	
	case assignment.	some minor factual errors.	correct.		chosen examples and creative details.	
L.\$ LITERACY: grammar, spelling, punctuation	Makes repeated grammatical or syntactical errors. Frequently misspells homonyms.	Makes disruptive grammatical/ syntactical errors such as run-ons, fragments, unintelligible sentences.	Writes generally correct prose; occasionally fails to catch minor grammatical errors.	Proofreads well enough to eliminate most grammatical errors; may have minor problems with punctuation or usage.	Makes virtually no grammatical or syntactical errors. Establishes credibility with the audience.	
A AUDIENCE: "you" attitude; awareness of reader's needs	Lacks audience awareness. Is rude, hostile, discourteous, or insulting to the reader.	Writer- focused; lacks you attitude, positive emphasis, audience awareness.	Is polite; does not slight the reader. Uses positive emphasis.	Is courteous; addresses readers' needs and/or concerns; makes no unreasonable demands.	Reader-focused; addresses readers' questions and/or objections; creates goodwill.	
S STRATEGY: purpose, effectiveness of approach, professionalism, means used.	Presents a disorganized, unprofessional document. Projects a negative image of the writer and of the organization.	Is unclear about purpose; unclear topic sentences, arrangement of ideas, and transitions.	Is clear; correctly uses the "checklist" approach; makes no serious false step; gets the job done.	Employs good strategy; finds a fresh way of solving the problem; effective sequencing of ideas.	Adopts strategy to achieve desired outcome; clearly defines purpose and uses logical and/or emotional appeal effectively.	
S STYLE: a) tone, word choice	a) Uses garbled style. Plagiarizes.	a) Writes in a notably awkward manner: misuses words and idioms; uses slang; wordy; uses some borrowed language.	a) Writes serviceable prose; uses active voice, strong, action verbs; rarely uses jargon or clichés.	a) Writes clearly, concisely, and coherently; employs syntactical variety with general success. Creates a friendly, business-like, positive style.	a) Demonstrates a sophisticated grasp of the language; writes in a fluid manner; varies syntax and vocabulary; uses original language.	
b) document design	b) Format interferes with readability.	b) Imbalanced or cluttered design.	b) Readable format.	b) Design helps readers find the information they need.	b) Design helps readers understand and remember information.	

Literacy is a threshold category, and you can be marked down significantly if your report does not meet a minimum standard.

## Comments: