

**Department of Management and Marketing
Jennings A. Jones College of Business
Middle Tennessee State University**

**A Rubric to Assess Ability to Apply Marketing Knowledge Via Case Analysis and
Projects (Course: MKT 4890 – Marketing Management)**

Traits	Very Good 3	Good/Satisfactory 2	Poor/Unsatisfactory 1
Organizes and presents clear arguments in case presentations (1)	Present coherent presentation of all major and minor persuasive points	Addresses most of the major persuasive issues but omits a few of minor points	Major persuasive issues are not addressed or inappropriately included
Identifies and addresses key marketing issues related to the 4Ps (1)	Addresses all the major marketing concepts and minor issues relating to product, price, place and promotion	Addresses most of the major persuasive issues but omits a few of the minor ones	Marketing issues are not identifies or they are not addressed properly
Identifies and addresses marketing concepts that are evident in a case analysis (3)	Appropriately addresses all the major marketing concepts and most of the minor ones	Addresses most of the major marketing concepts appropriately but omits or inappropriately identifies a few of the minor ones	Marketing concepts are not identifies or identified inappropriately
Identifies viable decision alternatives	Identifies a set of reasonable options that demonstrates creativity and the ability to integrate marketing concepts	Identifies and discusses a set of reasonable alternatives	Does not identify alternatives or fails to identify reasonable alternatives
Identifies criteria for evaluating alternatives (3)	Presets and discusses very thoroughly a coherent set of criteria	Presents and discusses, at least briefly, a coherent set of criteria; may miss some key criteria but is thorough in what is presented	Does not present a coherent set of criteria that are tied to the context of the case
Selects an option that is consistent with the evaluation of the case and considers ethical	A very strong and visible link between the analysis selected and the solution identified	Relatively adequate link between the analysis and the solution option selected	No link between the evaluation and solution

implications			
Uses effective quantitative evaluation (4)	Evaluation is effective, consistent with the criteria and facts are used correctly	Evaluation is adequate, relatively consistent with the criteria and facts are generally used correctly	Evaluation is poor, not consistent with the criteria, is incoherent or does not use facts correctly
Uses effective qualitative evaluation (4)	Evaluation is effective, demonstrates creativity, coherent, consistent with the criteria and facts are used correctly	Evaluation is adequate, coherent and relatively consistent with the criteria and facts are generally used correctly	Evaluation is poor, not consistent with the criteria, s incoherent or does not use facts correctly
Develops ethical and professionally responsible analysis and solutions	Sources are appropriate, well documented, and effectively cited. Where appropriate the decision is ethically sound credible and not frivolous	Sources are fair, reasonably well documented and cited. When appropriate the decision is ethically sound, credible, and not frivolous	Sources are inappropriate, not well documented and poorly cited. Decisions are not ethically sound, credible, or are frivolous

*Number in parentheses denotes student learning outcomes #s from department Student Learning Outcomes document for Marketing majors to which the trait is selected.