

Name PRM701_ATMC_2020_S1_Task2

Description Percentage range (HD to FL). Will calculate a final grade.

Rubric Detail

	Levels of Achievement				
Criteria	High Distinction	Distinction	Credit	Pass	Fail
Criteria 1: Organisation and structure of written content Weight 20.00%	85.00 to 100.00 % Ideas flow in a highly logical, well-ordered, clear and coherent manner. Clear and articulate transition statements are used to link ideas.	75.00 to 84.00 % Ideas flow in a logical, well-ordered and clear manner. Transition statements are competently used to link ideas.	65.00 to 74.00 % Ideas are mostly presented in a logical and well-ordered manner. Transition statements are generally used to link ideas, however could be refined.	50.00 to 64.00 % Ideas are presented but could be more logically structured. Transition statements to link ideas are limited.	0.00 to 49.00 % Little if any coherent structure to the document. Lacks transition statements to link ideas.
Criteria 2: Identify and critically analyse pertinent issues in a business context Weight 20.00%	85.00 to 100.00 % Evidences an exceptional ability to identify, prioritise, justify and critically analyse highly pertinent issues in a business context.	75.00 to 84.00 % Evidences strong capacity to identify, justify and critically analyse pertinent issues in a business context.	65.00 to 74.00 % Evidences sound ability to identify and analyse pertinent issues in a business context.	50.00 to 64.00 % Evidences adequate capacity to identify analyse issues in a business context.	0.00 to 49.00 % Demonstrates inadequate capacity to identify analyse issues in a business context.
Criteria 3: Capacity to develop and articulate informed arguments. Weight 20.00%	85.00 to 100.00 % Demonstrates a balanced and comprehensive knowledge of core concepts evidenced through a rigorous level of analysis. Articulates focused, sustained, well-informed and grounded arguments that provide significant insight into an area of interest.	75.00 to 84.00 % Demonstrates a balanced and strong knowledge of core concepts characterised by sound analysis. Articulates focused, well-informed and grounded arguments that provide clear insight into an area of interest.	65.00 to 74.00 % Demonstrates knowledge of core concepts based on sound analysis. Articulates arguments that are well informed and grounded to provide valid insight into an area of interest.	50.00 to 64.00 % Demonstrates limited knowledge of core concepts based on rudimentary analysis. Arguments could be better articulated and lead to more relevant insights into an area of interest. Arguments are not always well informed or grounded.	0.00 to 49.00 % Demonstrates little, if any knowledge of the core concepts evidenced by very limited analysis. Arguments are not well articulated, few and not well-informed or grounded and lead to limited insight into an area of interest.
Criteria 4: Digital Literacy in Communications Plan Weight 20.00%	85.00 to 100.00 % Demonstrates extensive knowledge of highly relevant digital communication tools and channels for presenting, sharing and communicating in a business context.	75.00 to 84.00 % Demonstrates comprehensive knowledge of a range of relevant digital communication tools and channels for presenting, sharing and communicating in a business context.	65.00 to 74.00 % Demonstrates knowledge of relevant digital communication tools and channels for presenting, sharing and communicating in a business context.	50.00 to 64.00 % Demonstrates knowledge of some relevant digital communication tools and channels for presenting, sharing and communicating in a business context.	0.00 to 49.00 % Demonstrates little knowledge of the range of digital communication tools and channels and their potential for presenting, sharing and communicating in a business context.
Criteria 5: Digital Literacy in Report Writing Weight 20.00%	85.00 to 100.00 % Demonstrates highly effective ability to use digital communication tools/channels to communicate in a highly professional, persuasive, accurate and compelling manner. Demonstrates a sophisticated appreciation of the importance of netiquette by exhibiting a very high level of courtesy, consideration, respect, factual, grammatical and spelling accuracy.	75.00 to 84.00 % Demonstrates effective use of digital communication tools/channels to communicate persuasively, accurately and professionally. Demonstrates strong appreciation of the importance of netiquette by exhibiting a high level of courtesy, consideration, respect, factual, grammatical and spelling accuracy.	65.00 to 74.00 % Demonstrates competency in the use of digital communication tools/channels to communicate professionally and accurately but may lack some capacity to do so persuasively. Demonstrates good appreciation of the importance of netiquette by exhibiting a very good level of courtesy, consideration, respect, factual, grammatical and spelling accuracy.	50.00 to 64.00 % Demonstrates capacity in the use of digital communication tools/channels to communicate but could do so in a more persuasive, accurate and professional manner. Adequate evidence of an awareness the importance of netiquette by exhibiting an adequate level of courtesy, consideration, respect, factual, grammatical and spelling accuracy.	0.00 to 49.00 % Demonstrates little or no ability to use digital communication tools/channels to communicate professionally, accurately and/or in a way that serves to persuade the audience. Demonstrates limited or no awareness of an appreciation of the importance of netiquette by exhibiting an adequate level of courtesy, consideration, respect, factual, grammatical and spelling accuracy.