

## MARKETING 201 -- Case Study Grading Rubric

- 1) **MARKETING TERMS** contained in the textbook chapters that relate to the case - Max. 25%
  - Properly using 5 or more terms – 25%
  - Properly using 4 terms terms – 20%
  - Properly using 3 terms – 15%
  - Properly using 2 terms – 10%
  - Properly using only 1 term – 5%
  
- 2) **ANALYSIS** of the case's background data and factors affecting its situation – Max. 25%
  - Completely accurate analysis of all the background data and factors – 25%
  - Mostly accurate analysis of all the background data and factors – 20%
  - Less than 50% accurate analysis of all the background data and factors - 10%
  - None - 0%
  
- 3) **Recommending viable strategies/solutions** to resolve the case problem – Max. 25%
  - Completely accurate recommendations of viable strategies/ solutions – 25%
  - Mostly accurate recommendations - 20%
  - Less than 50% accurate recommendation - 10%
  - None - 0
  
- 4) **Appropriate use of English grammar and proper writing skills** – 25% Max.
  - No significant writing errors – 25%
  - 1 - 3 errors – 20%
  - 4 - 5 errors – 15%
  - 6 - 8 errors - 10%
  - More than 8 errors – 0%