

Determines Three Areas of Concern the Potential Client Might Have Based Upon the Request to Reschedule the Presentation

Total: 1.00

Distinguished - Thoroughly determines three areas of concern the potential client might have based upon the request to reschedule the presentation.

Proficient - Determines three areas of concern the potential client might have based upon the request to reschedule the presentation. Minor details are missing.

Basic - Minimally determines three areas of concern the potential client might have based upon the request to reschedule the presentation. Relevant details are missing.

Below Expectations - Attempts to determine three areas of concern the potential client might have based upon the request to reschedule the presentation; however, significant details are missing.

Non-Performance - The determination of three areas of concern the potential client might have based upon the request to reschedule the presentation is either nonexistent or lacks the components described in the assignment instructions.

Written Communication: Control of Syntax and Mechanics

Total: 0.50

Distinguished - Displays meticulous comprehension and organization of syntax and mechanics, such as spelling and grammar. Written work contains no errors and is very easy to understand.

Proficient - Displays comprehension and organization of syntax and mechanics, such as spelling and grammar. Written work contains only a few minor errors and is mostly easy to understand.

Basic - Displays basic comprehension of syntax and mechanics, such as spelling and grammar. Written work contains a few errors which may slightly distract the reader.

Below Expectations - Fails to display basic comprehension of syntax or mechanics, such as spelling and grammar. Written work contains major errors which distract the reader.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

Written Communication: APA Formatting

Total: 0.50

Distinguished - Accurately uses APA formatting consistently throughout the paper, title page, and reference page.

Proficient - Exhibits APA formatting throughout the paper. However, layout contains a few minor errors.

Basic - Exhibits limited knowledge of APA formatting throughout the paper. However, layout does not meet all APA requirements.

Below Expectations - Fails to exhibit basic knowledge of APA formatting. There are frequent errors, making the layout difficult to distinguish as APA.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

Written Communication: Page Requirement

Total: 0.25

Distinguished - The length of the paper is equivalent to the required number of correctly formatted pages.

Proficient - The length of the paper is nearly equivalent to the required number of correctly formatted pages.

Basic - The length of the paper is equivalent to at least three quarters of the required number of correctly formatted pages.

Below Expectations - The length of the paper is equivalent to at least one half of the required number of correctly formatted pages.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.