

▼ Insights From Wallet Allocation Rule

16.5 points

Criteria Description

**5. Target**

16.5 points

Answer comprehensively explains insights from Wallet Allocation Rule approach, highlighting its unique benefits and how it complements traditional measures.

**4. Acceptable**

14.36 points

Answer clearly differentiates Wallet Allocation Rule from NPS and customer satisfaction but may lack depth.

**3. Approaching**

13.04 points

Answer refers to Wallet Allocation Rule but lacks detail on how it differs from NPS or customer satisfaction.

**2. Insufficient**

12.21 points

Answer is vague, showing little understanding of Wallet Allocation Rule.

**1. Unsatisfactory**

0 points

No answer is provided.

Criteria Description

**5. Target**

11 points

In-depth and nuanced analysis of opportunities and challenges for HBO Max, with insightful connections to case study data and clear understanding of the video streaming market.

**4. Acceptable**

9.57 points

A good analysis of opportunities and challenges for HBO Max, with clear references to case study data.

**3. Approaching**

8.69 points

Some relevant opportunities and challenges for HBO Max are identified, but analysis lacks depth or specificity.

**2. Insufficient**

8.14 points

Analysis of case study data is minimal, showing little understanding of the HBO Max market position.

**1. Unsatisfactory**

0 points

No answer is provided.

Criteria Description

**5. Target**

16.5 points

Comprehensive and insightful explanation of why strong KPI linkage to business outcomes is crucial, including detailed examples and implications, is provided.

**4. Acceptable**

14.36 points

Explanation is clear and includes examples, showing an understanding of the importance of KPI linkage to business outcomes.

**3. Approaching**

13.04 points

Explanation shows basic understanding of the importance of KPI-business outcome linkage but may lack examples or clarity.

**2. Insufficient**

12.21 points

Explanation is minimal or incorrect, demonstrating misunderstanding of KPIs and business outcomes.

**1. Unsatisfactory**

0 points

No answer is provided.

Criteria Description

**5. Target**

11 points

Detailed and insightful explanation of the importance of share of streaming, including analysis of indirect revenue impacts and strategic implications, is provided.

**4. Acceptable**

9.57 points

Explanation is clear and provides a n understanding of the importance of share of streaming, with some reference to indirect revenue impacts.

**3. Approaching**

8.69 points

Explanation demonstrates some understanding but may not fully address why share is important regardless of direct revenue impact.

**2. Insufficient**

8.14 points

Explanation is minimal or incorrect, showing little understanding of the importance of share of streaming.

**1. Unsatisfactory**

0 points

No answer is provided.

Criteria Description

**5. Target**

11 points

Innovative and strategic improvement ideas for HBO Max, well-supported by current data and citations, are provided, with a thorough analysis of market and technology trends.

**4. Acceptable**

9.57 points

Good ideas for improvement, with current references and some discussion of market or technology trends, are provided.

**3. Approaching**

8.69 points

Some ideas are relevant, but citations are limited or outdated, with insufficient reference to current trends.

**2. Insufficient**

8.14 points

Ideas are generic or poorly aligned with case study outcomes, lacking current market information.

**1. Unsatisfactory**

0 points

No answer is provided.

Criteria Description

**5. Target**

11 points

The content is written clearly and concisely. Ideas universally progress and relate to each other. The project includes motivating questions and advanced organizers. The project gives the audience a clear sense of the main idea.

**4. Acceptable**

9.57 points

The content is written with a logical progression of ideas and supporting information, exhibiting a unity, coherence, and cohesiveness. Presentation includes persuasive information from reliable sources.

**3. Approaching**

8.69 points

The presentation slides are generally competent, but ideas may show some inconsistency in organization and/or in their relationships to each other.

**2. Insufficient**

8.14 points

The content is vague in conveying a point of view and does not create a strong sense of purpose. Presentation includes some persuasive information.

**1. Unsatisfactory**

0 points

The content lacks a clear point of view and logical sequence of information. Presentation includes little persuasive information. Sequencing of ideas is unclear.

Criteria Description

**5. Target**

11 points

The layout is visually pleasing and contributes to the overall message with appropriate use of headings, subheadings, and white space. Text is appropriate in length for the target audience and to the point. The background and colors enhance the readability of the text.

**4. Acceptable**

9.57 points

The layout background and text complement each other and enable the content to be easily read. The fonts are easy to read and point size varies appropriately for headings and text.

**3. Approaching**

8.69 points

The layout uses horizontal and vertical white space appropriately. Sometimes the fonts are easy to read, but in a few places the use of fonts, italics, bold, long paragraphs, color, or busy background detracts and does not enhance readability.

**2. Insufficient**

8.14 points

The layout shows some structure but appears cluttered and busy or distracting with large gaps of white space or a distracting background. Overall readability is difficult due to lengthy paragraphs, too many different fonts, dark or busy background, overuse of bold, or lack of appropriate indentations of text.

**1. Unsatisfactory**

0 points

The layout is cluttered, confusing, and does not use spacing, headings, and subheadings to enhance the readability. The text is extremely difficult to read with long blocks of text, small point size for fonts, and inappropriate contrasting colors. Poor use of headings, subheadings, indentations, or bold formatting is evident.

Criteria Description

Includes sentence construction, word choice, etc.

**5. Target**

11 points

The writer uses a variety of sentence constructions, figures of speech, and word choice in distinctive and creative ways that are appropriate to purpose, discipline, and scope.

**4. Acceptable**

9.57 points

The writer is clearly aware of audience, uses a variety of appropriate vocabulary for the targeted audience, and uses figures of speech to communicate clearly.

**3. Approaching**

8.69 points

Language is appropriate to the targeted audience for the most part.

**2. Insufficient**

8.14 points

Some distracting inconsistencies in language choice (register) or word choice are present. The writer exhibits some lack of control in using figures of speech appropriately.

**1. Unsatisfactory**

0 points

Inappropriate word choice and lack of variety in language use are evident. Writer appears to be unaware of audience. Use of primer prose indicates writer either does not apply figures of speech or uses them inappropriately.

**Criteria Description**

Includes spelling, capitalization, punctuation, grammar, language use, sentence structure, etc.

**5. Target**

5.5 points

No mechanical errors are present. Skilled control of language choice and sentence structure are used throughout.

**4. Acceptable**

4.79 points

Few mechanical errors are present. Suitable language choice and sentence structure are used.

**3. Approaching**

4.35 points

Occasional mechanical errors are present. Language choice is generally appropriate. Varied sentence structure is attempted.

**2. Insufficient**

4.07 points

Frequent and repetitive mechanical errors are present. Inconsistencies in language choice or sentence structure are recurrent.

**1. Unsatisfactory**

0 points

Errors in grammar or syntax are pervasive and impede meaning. Incorrect language choice or sentence structure errors are found throughout.

**Criteria Description**

Uses appropriate style, such as APA, MLA, etc., for college, subject, and level; documents sources using citations, footnotes, references, bibliography, etc., appropriate to assignment and discipline.

**5. Target**

5.5 points

No errors in formatting or documentation are present. Selectivity in the use of direct quotations and synthesis of sources is demonstrated.

**4. Acceptable**

4.79 points

Appropriate format and documentation are used with only minor errors.

**3. Approaching**

4.35 points

Appropriate format and documentation are used, although there are some obvious errors.

**2. Insufficient**

4.07 points

Appropriate format is attempted, but some elements are missing. Frequent errors in documentation of sources are evident.

**1. Unsatisfactory**

0 points

Appropriate format is not used. No documentation of sources is provided.

**Total** 110 points