

Name	Individual Assignment
Description	Services Marketing Individual Assignment Rubric
Rubric Detail	

Criteria	Levels of Achievement				
	Below Expectations Fail (0-49)	Meets Expectations Pass (50-59)	Meets Expectations Credit (60-69)	Exceeds Expectations Distinction (70-79)	Exceeds Expectations High Distinction (80-100)
Use of relevant information (DK) Weight 35.00%	0 to 49 % Did not sufficiently identify and use information and/or data.	50 to 59 % Identifies and uses some relevant information and/or data.	60 to 69 % Identifies and appropriately uses some relevant information and/or data.	70 to 79 % Identifies and appropriately uses a range of relevant information and/or data.	80 to 100 % Identifies and appropriately uses a wide range of relevant information and/or data.
Control of Syntax and Mechanics (WC) Weight 20.00%	0 to 49 % Did not use language that conveys meaning to readers with sufficient clarity and includes numerous errors.	50 to 59 % Uses language sufficiently well to convey basic meaning although errors reduce effectiveness of communication.	60 to 69 % Uses language that generally conveys meaning to readers with clarity although writing may include some errors.	70 to 79 % Uses language that effectively conveys meaning to readers with clarity. Any errors which occur do not reduce effectiveness of communication.	80 to 100 % Uses language that skilfully and effectively communicates meaning to readers with clarity and fluency, and is virtually error-free.
Structuring the report (appropriate use of headings, sub-headings, paragraphs) Weight 15.00%	0 to 49 % Did not demonstrate adequate evidence of structure.	50 to 59 % Demonstrates some evidence of structure within the document.	60 to 69 % Demonstrates appropriate use of structure in most of the document.	70 to 79 % Demonstrates appropriate use of structure across all areas of the document.	80 to 100 % Demonstrates careful thought and planning underlying the structuring of the document.
Referencing protocol (in-text citations as well as complete and accurate list of references) Weight 15.00%	0 to 49 % Does not include appropriate referencing and in-text citation.	50 to 59 % Includes some correctly presented referencing and in-text citations	60 to 69 % Includes mostly correct references and in-text citations.	70 to 79 % References and in-text quotations are correctly referenced throughout the document.	80 to 100 % References and in-text citations are correct throughout and are fully accurate.

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	Below Expectations Fail (0-49)	Meets Expectations Pass (50-59)	Meets Expectations Credit (60-69)	Exceeds Expectations Distinction (70-79)	Exceeds Expectations High Distinction (80-100)
Conclusions and/or Recommendations (DK) Weight 15.00%	0 to 49 % States general conclusions and/or recommendations which are not fully supported by the analysis and development.	50 to 59 % Draws limited conclusions and/or recommendations which follow logically from the analysis and development of explicit elements in the topic.	60 to 69 % Draws conclusions and/or recommendations which follow logically from the analysis and development of explicit elements in the topic.	70 to 79 % Draws conclusions and/or recommendations which follow logically from the analysis and development of all explicit and some implicit elements evident in the topic.	80 to 100 % Draws conclusions and/or recommendations which follow logically from the analysis and development of both explicit and implicit elements evident in the topic.

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