

Criteria 1	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F
<p>Introduction (3%)</p>	<p>3 points</p> <p>Writes an introduction that captures the reader's attention, gives context to the paper, and builds to the thesis (in the last sentence of the introduction) that defines all of the main points to be discussed in the paper. (2.7 - 3)</p>	<p>2.55 points</p> <p>Writes an introduction that provides a general context to the paper, has a thesis statement and somewhat discusses main topics but is vague or does not cover all main topics. (2.4 - 2.6)</p>	<p>2.25 points</p> <p>Writes an introduction that provides context to the paper and presents main topics covered in the paper but this information is not presented in a thesis statement but throughout the first paragraph. (2.1 - 2.3)</p>	<p>1.95 points</p> <p>Attempts to write an introduction but has little to no context to the paper; the thesis is missing main points or no thesis statement provided. (1.8 - 2.0)</p>	<p>0 points</p> <p>No attempt to write an introduction. (0)</p>
<p>Identify from which perspective the paper will be written: business owner or chief</p>	<p>3 points</p> <p>Identifies from which perspective the paper will be written: business owner or chief marketing officer.</p>	<p>2.55 points</p>	<p>2.25 points</p>	<p>1.95 points</p>	<p>0 points</p> <p>Fails to identify from which perspective the paper will be written: business owner or chief marketing officer.</p>

Criteria 2	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F
(Select and discuss one good example of a product, brand or industry and its typical consumer. The product selection can be of your choice, but the information presented about it is from a reliable source and properly cited and referenced.) (6%)	<p>6 points</p> <p>Selects and thoroughly discusses one good example of a product, brand or industry and its typical consumer. Product selection is from a reliable source and properly cited and referenced. (5.4 - 6)</p>	<p>5.1 points</p> <p>Selects and discusses one good example of a product, brand or industry and its typical consumer. Product selection is from a reliable source and properly cited and referenced but some development is needed. (4.8 - 5.3)</p>	<p>4.5 points</p> <p>Selects and discusses one good example of a product, brand or industry and its typical consumer. Product selection is from a reliable source and properly cited and referenced but significant development is needed. (4.2 - 4.7)</p>	<p>3.9 points</p> <p>Selects a product, brand or industry but does not discuss, OR identify its typical consumer OR source is not cited and referenced. (3.6 - 4.1)</p>	<p>0 points</p> <p>Does not select a product, brand or industry and its typical consumer. (0)</p>
Define the consumer purchase decision by	<p>12 points</p> <p>Correctly defines the consumer purchase decision by three or more</p>	<p>10.2 points</p> <p>Correctly defines the consumer purchase decision by two</p>	<p>9 points</p> <p>Correctly defines the consumer purchase decision by one</p>	<p>7.8 points</p> <p>Attempts to define the consumer purchase decision by one or</p>	<p>0 points</p> <p>Fails to correctly defines the consumer purchase</p>

<p>one or more of the five “conceptions”. (12%)</p>	<p>“conceptions” using course materials to support the reasoning. (10.8 - 12)</p>	<p>“conceptions” using course materials to support the reasoning. (9.6 - 10.7)</p>	<p>“conceptions” using course materials to support the reasoning. (8.4 - 9.5)</p>	<p>more“conceptions” ; BUT the discussion provides little use of the course materials to support reasoning and conclusions. (7.2 - 8.3)</p>	<p>decision by one “conceptions” . (0 - 7.1)</p>
<p>Explain how the product is suited for marketing to one or more of the 5 conceptions and why not to the others. (12%)</p>	<p>12 points Correctly explains how the product is suited for marketing to three or more conceptions and explains why not to the others using course materials to support the reasoning. (10.8 - 12)</p>	<p>10.2 points Correctly explains how the product is suited for marketing to two conception and explains why not to the others using course materials to support the reasoning. (9.6 - 10.7)</p>	<p>9 points Correctly explains how the product is suited for marketing to one conception and explains why not to the others using course materials to support the reasoning. (8.4 - 9.5)</p>	<p>7.8 points Attempts to explain how the product is suited for marketing to one or more“conceptions” BUT the discussion fails to provide correct explanation or does not discuss why not to others or provides little use of the course materials to support reasoning and conclusions. (7.2 - 8.3)</p>	<p>0 points Fails to explain how the product is suited for marketing to one or more of the 5 conceptions. (0 - 7.1)</p>
<p>Explain what ethical principles would apply to the marketing</p>	<p>12 points Thoroughly and correctly explains what ethical principles would apply to the</p>	<p>10.2 points Explain what ethical principles would apply to the marketing of the selected company’s</p>	<p>9 points Explains what ethical principles would apply to the marketing of the selected company’s</p>	<p>7.8 points Attempts to explain what ethical principles would apply to the marketing of the</p>	<p>0 points Fails to explain what ethical principles would apply to the marketing of the selected company’s</p>

<p>of the selected company's or industry's products? Include an alignment of the principles selected in relation to caveat emptor. (12%)</p>	<p>marketing of the selected company's or industry's products and Includes an alignment of the principles selected in relation to caveat emptor using course materials o support reasoning. (10.8 - 12)</p>	<p>or industry's products and Includes an alignment of the principles selected in relation to caveat emptor using course materials to support the reasoning; some development needed. 9.6 - 10.7)</p>	<p>or industry's products and Includes an alignment of the principles selected in relation to caveat emptor using course materials to support the reasoning; significant development needed. (8.4 - 9.5)</p>	<p>selected company's or industry's but may not include alignment of principles related to caveat emptor OR uses little to no course materials; incorrect responses; needs major development. (7.2 - 8.3)</p>	<p>or industry's products and alignment of the principles selected in relation to caveat (0 - 7.1)</p>
<p>Explain the responsibilities of the marketer in relation to ethics concepts you have studied, including HOW its application would impact the marketer's message and programs. (12%)</p>	<p>12 points Thoroughly and correctly explains the responsibilities of the marketer in relation to ethics concepts studied, including HOW its application would impact the marketer's message and programs. using the course materials to support reasoning. (10.8 - 12)</p>	<p>10.2 points Correctly explains the responsibilities of the marketer in relation to ethics concepts studied, including HOW its application would impact the marketer's message and programs. using the course materials to support the reasoning; needs some development. (9.6 - 10.7)</p>	<p>9 points Explains the responsibilities of the marketer in relation to ethics concepts studied, including HOW its application would impact the marketer's message and programs. using course materials to support reasoning; needs significant development. (8.4 - 9.5)</p>	<p>7.8 points Attempts to explain the responsibilities of the marketer in relation to ethics concepts studied, including HOW its application would impact the marketer's message and programs using little course materials to support reasoning; needs major development. (7.2 - 8.3)</p>	<p>0 points Fails to explain the responsibilities of the marketer in relation to ethics concepts studied, including HOW its application would impact the marketer's message and programs. (0 - 7.1)</p>
<p>Explain what specifically would be</p>	<p>12 points Thoroughly and correctly explains what specifically</p>	<p>10.2 points Correctly explains what specifically would</p>	<p>9 points Explains what specifically would you prescribe for</p>	<p>7.8 points Attempts to explain what specifically would you prescribe</p>	<p>0 points Fails to explain what specifically would you prescribe for</p>

<p>prescribed for the company's social media and data privacy policies related to the advertising of its product(s). (12%)</p>	<p>would you prescribe for the company's social media and data privacy policies related to the advertising of its product(s) using the course materials to support reasoning. (10.8 - 12)</p>	<p>you prescribe for the company's social media and data privacy policies related to the advertising of its product(s) using the course materials to support the reasoning; needs some development. (9.6 - 10.7)</p>	<p>the company's social media and data privacy policies related to the advertising of its product(s) using course materials to support reasoning; needs significant development. (8.4 - 9.5)</p>	<p>for the company's social media and data privacy policies related to the advertising of its product(s) using little course materials to support reasoning; needs major development. (7.2 - 8.3)</p>	<p>the company's social media and data privacy policies related to the advertising of its product(s). (0 - 7.1)</p>
<p>Conclusion (3%)</p>	<p>3 points In a clear and concise manner, comprehensively concludes the paper by restating/ summarizing the main topics covered in the paper and reflect on the importance of the arguments made. (2.7 - 3)</p>	<p>2.55 points In a clear manner concludes the paper by restating/ summarizing the main points; some development is needed. (2.4 - 2.6)</p>	<p>2.25 points Concludes the paper by somewhat restating/ summarizing the argument. Attempts to bring in some explanation or general idea of the main points of the paper but needs significant development. (2.1 - 2.3)</p>	<p>1.95 points Presents a conclusion but may be irrelevant to the main topics of the paper OR does not discuss the main topics of the paper; needs major development. (1.8 - 2)</p>	<p>0 points Fails to present restatement/ summarization of argument. (0 - 1.7)</p>



Criteria 3	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to

<p>Attention to Instructions (10%)</p>	<p>10 points</p> <p>The paper contains all major assignment tasks. The paper also includes completion of all required elements (Word or rtf file, third person writing, paraphrasing, no more than four consecutive words from source, no contractions, page/paragraph numbers/Chapter Titles). (9 - 10)</p>	<p>8.5 points</p> <p>The paper contains all major assignment tasks. The paper missed one minor element (Word or rtf file, third person writing, paraphrasing, no more than four consecutive words from source, no contractions, page/paragraph/numbers/Chapter Titles). (8 - 8.9)</p>	<p>7.5 points</p> <p>One major assignment tasks or two minor elements of the assignment missed. (7 - 7.9)</p>	<p>6.5 points</p> <p>Two major assignment tasks missed or 3 minor aspects of the assignments. (6 - 6.9)</p>	<p>0 points</p> <p>Three or more assignment tasks missed OR four or more minor elements missed. (0 - 5.9)</p>
--	--	---	---	---	---



Criteria 4	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F
<p>Writing Mechanics (10%)</p>	<p>10 points</p> <p>Strictly adheres to standard usage rules of written English using paragraphs and sentence rather than bullets, including but not limited to capitalization, punctuation, run-on sentences, missing or extra words, stylistic errors,</p>	<p>8.5 points</p> <p>Excellent adheres to standard usage of mechanics: conventions of written English, including capitalization, punctuation, and spelling. One - three errors noted. (8 - 8.9)</p>	<p>7.5 points</p> <p>Satisfactorily adheres to standard usage rules of mechanics: conventions of English, including capitalization, punctuation, and spelling. Four to seven errors noted. (7 - 7.9)</p>	<p>6.5 points</p> <p>Minimally adheres to standard usage rules of mechanics: conventions of written English, including capitalization, punctuation, and spelling. More than 7 errors found. (6 - 6.9)</p>	<p>0 points</p> <p>Does not adhere to standard usage rules of mechanics: conventions of written English largely incomprehensible, or errors are too plentiful to count. (0 - 5.9)</p>

spelling and grammatical errors. No jargon used. No writing errors noted. (9 - 10)



Criteria 5	Equivalent to an A	Equivalent to a B	Equivalent to a C	Equivalent to a D	Equivalent to an F
Adherence to APA (6th ed.) (5%)	5 points No APA style or usage errors; Proper citation of source material is used throughout paper; Reference titles follow APA with only the first word, the first word after a colon and proper nouns capitalized. (4.5 - 5)	4.25 points Uses in-text citations and reference list but 1 - 2 APA style errors noted or fails to use APA citations when appropriate 1-2 times. (4 - 4.4)	3.75 points Uses in-text citations and reference lists; but 3 - 4 APA style errors noted or fails to use APA citations when appropriate 3 - 4 times. (3.5 - 3.9)	3.25 points Attempts in-text citations and reference lists; but 5 - 6 times style errors noted or fails to use APA citations when appropriate 5-6 times. Seldom uses APA. (3 - 3.4)	0 points No attempt at APA style; or attempts either in-text citations or reference list but omits the other. (0 - 2.99)



Total / 100

Overall Score

Equivalent to an A
90 points minimum

Equivalent to a B
80 points minimum

Equivalent to a C
70 points minimum

Equivalent to a D
60 points minimum

Equivalent to an F
0 points minimum

Close