

## BUS622.W1A1.06.2022

## Description:

Total Possible Score: 7.00

<b>Discusses How One or More of the Marketing Concepts in Chapter One of the Text Can Be Applied to the Global Economic Environment and to the Trade Environment of the European Union (EU) When a Company Is Considering Expanding Globally</b>	Total: 1.25
Distinguished - Thoroughly discusses how one or more of the marketing concepts in Chapter One of the text can be applied to the global economic environment and to the trade environment of the EU when a company is considering expanding globally.	
Proficient - Discusses how one or more of the marketing concepts in Chapter One of the text can be applied to the global economic environment and to the trade environment of the EU when a company is considering expanding globally. The discussion is slightly underdeveloped.	
Basic - Minimally discusses how one or more of the marketing concepts in Chapter One of the text can be applied to the global economic environment and to the trade environment of the EU when a company is considering expanding globally. The discussion is underdeveloped.	
Below Expectations - Attempts to discuss how one or more of the marketing concepts in Chapter One of the text can be applied to the global economic environment and to the trade environment of the EU when a company is considering expanding globally; however, the discussion is significantly underdeveloped.	
Non-Performance - The discussion of how one or more of the marketing concepts in Chapter One of the text can be applied to the global economic environment and to the trade environment of the EU when a company is considering expanding globally is either nonexistent or lacks the components described in the assignment instructions.	
<b>Examines How the Changes for Both Economic and Trade Environments of the Marketing Concepts Can Be Applied to the Environment</b>	Total: 1.50
Distinguished - Thoroughly examines how the changes for both economic and trade environments of the marketing concepts can be applied to the environment.	
Proficient - Examines how the changes for both economic and trade environments of the marketing concepts can be applied to the environment. The examination is slightly underdeveloped.	
Basic - Minimally examines how the changes for both economic and trade environments of the marketing concepts can be applied to the environment. The examination is underdeveloped.	
Below Expectations - Attempts to examine how the changes for both economic and trade environments of the marketing concepts can be applied to the environment; however, the examination is significantly underdeveloped.	
Non-Performance - The examination of how the changes for both economic and trade environments of the marketing concepts can be applied to the environment is either nonexistent or lacks the components described in the assignment instructions.	
<b>Explains Which Strategies Would Be the Best for a New Product and Existing Product Using the Product/Market Matrix Based on a Countries Market Orientation</b>	Total: 1.50
Distinguished - Thoroughly explains which strategies would be the best for a new product and existing product using the product/market matrix based on a countries market orientation.	
Proficient - Explains which strategies would be the best for a new product and existing product using the product/market matrix based on a countries market orientation. Minor details are missing.	
Basic - Minimally explains which strategies would be the best for a new product and existing product using the product/market matrix based on a countries market orientation. Relevant details are missing.	
Below Expectations - Attempts to explain which strategies would be the best for a new product and existing product using the product/market matrix based on a countries market orientation; however, significant details are missing.	
Non-Performance - The explanation of which strategies would be the best for a new product and existing product using the product/market matrix based on a countries market orientation is either nonexistent or lacks the components described in the assignment instructions.	
<b>Summarizes the Contents of the Paper in an Executive Summary</b>	Total: 1.00
Distinguished – Thoroughly, clearly, and accurately summarizes the contents of the paper in an executive summary.	
Proficient - Summarizes the contents of the paper in an executive summary. Minor details are missing, slightly unclear, or inaccurate.	

Basic - Minimally summarizes the contents of the paper in an executive summary. Relevant details are missing, unclear, and/or inaccurate.
Below Expectations - Attempts to summarize the contents of the paper in an executive summary; however, significant details are missing, unclear, and inaccurate.
Non-Performance - The summary of the contents of the paper in an executive summary is either nonexistent or lacks the components described in the instructions.

**Written Communication: Control of Syntax and Mechanics**

Total: 0.25

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 with the application of scholarly sources to support the subject matter.
Proficient - Exhibits APA formatting throughout the paper with the application of scholarly sources to support the subject matter. However, a few minor errors are present.
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.

**Written Communication: Resource Requirement**

Total: 0.25

Distinguished - Uses more than the required number of scholarly sources, providing compelling evidence to support ideas. All sources on the reference page are used and cited correctly within the body of the assignment.
Proficient - Uses the required number of scholarly sources to support ideas. All sources on the reference page are used and cited correctly within the body of the assignment.
Basic - Uses less than the required number of sources to support ideas. Some sources may not be scholarly. Most sources on the reference page are used within the body of the assignment. Citations may not be formatted correctly.
Below Expectations - Uses an inadequate number of sources that provide little or no support for ideas. Sources used may not be scholarly. Most sources on the reference page are not used within the body of the assignment. Citations are not formatted correctly.
Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

**Critical Thinking: Evidence**

Total: 0.50

Distinguished - Employs persuasive and applicable information from scholarly sources to develop an ample analysis or synthesis of the topic. Viewpoints of experts are scrutinized thoroughly.
Proficient - Employs applicable information from scholarly sources to develop an analysis of the topic.
Basic - Identifies applicable information from scholarly sources, but may neglect the application of such information toward the analysis of the topic.

Below Expectations - Presents information from external sources, but such information may lack credibility and/or relevance. Neglects to apply such information toward the analysis of the topic.

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

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