

Assessment Rubric	Exemplary	Accomplished	Developing	Beginning	Points Available	Comments
<p>Student selected from the supplied listing (Choose only one website for this assignment):</p> <p>www.frys.com</p> <p>www.tigerdirect.com</p> <p>www.bestbuy.com</p> <p>www.zappos.com</p> <p>www.overstock.com</p>	Student effectively completed the assignment.	Student partially completed the assignment.	The student provided limited and meaningless substance completing the assignment.	Student failed to complete the assignment.	10	
Student added a screenshot of the site selected to the Word document submission (home or index page)	Student effectively completed the assignment.	Student partially completed the assignment.	The student provided limited and meaningless substance completing the assignment.	Student failed to complete the assignment.	10	
<p>Student applied any of the below and explored the website and extrapolated information and explained a few of the websites web analytic methods:</p> <ul style="list-style-type: none"> student explained the websites vibe or theme what audience are they trying to reach was the navigation well designed and user friendly was the shopping cart visited and what was found during the visit mentioned was the student able to try out the shopping cart (as far as they could go without a purchase) was it easy to maneuver, did it flow well did the student find newsletters, help pages and blogs useful or complex 	Student effectively completed the assignment.	Student partially completed the assignment.	The student provided limited and meaningless substance completing the assignment.	Student failed to complete the assignment.	30	
<p>Student demonstrated a well-articulated summary of what they found:</p> <ul style="list-style-type: none"> Like and dislikes on the website Areas that were frustrating Student found broken links or other errors on the site 	Student effectively completed the assignment.	Student partially completed the assignment.	The student provided limited and meaningless substance completing the assignment.	Student failed to complete the assignment.	30	
Student found and explained how the company uses key engagements and interactions that site visitors can partake in. For example, the company's site uses social media to further reach users and customers.	Student effectively wrote the paper using provided format.	Student partially wrote the paper using provided format.	Student wrote the paper with limited and meaningless use of provided format	Student failed to use provided format.	10	
<p>Writing Format – Must Submit a MS Word Document</p> <p>Write the paper in APA format. Grammatical, spelling or punctuation—the writing is grammatically correct, clear and concise. The response is well formulated and easy to read and understand. Correct terminology was used when needed. See references below:</p> <p>What is plagiarism? Scribbr: https://www.youtube.com/watch?</p>	Student effectively wrote the paper using provided format.	Student partially wrote the paper using provided format.	Student wrote the paper with limited and meaningless use of provided format	Student failed to use provided format.	10	