

MKTG Writing Assignment Rubric

Course: MKTG303 D001 Spring 2021

Criteria	Exemplary	Accomplished	Developing	Beginning	Did not attempt	Criterion Score
Assignment Content	65 points Exceeds expected level of explanation and discussion on the assignment areas/topics. All areas included in the analysis.	55.25 points Meets expected level of explanation and discussion on the assignment areas/topics. All areas included in the analysis.	48.75 points Does not meet expected level of explanation and discussion on the assignment . No more than one areas of analysis need improvement and/or additional development.	42.25 points Does not meet expected level of explanation and discussion on the assignment . Multiple areas of analysis need improvement and/or additional development. One or more areas were not addressed.	0 points Does not meet expected level of explanation and discussion on the assignment. Significant areas of analysis need improvement and/or additional development. Assignment not submitted.	/ 65

Criteria	Exemplary	Accomplished	Developing	Beginning	Did not attempt	Criterion Score
Assignment Content	10 points Student demonstrates proficient command of the subject matter in the assignment. Assignment shows an impressive level of depth of student's ability to relate course content in examples given.	8.5 points Student exhibits above average usage of subject matter in assignment. Student provides above average ability in relating course content in examples given. Details and facts presented provide an adequate presentation of student's current level of subject matter knowledge.	7.5 points The assignment reveals that the student has a general, fundamental understanding of the course material. Whereas, there are areas of some concerning in the linkages provided between facts and supporting statements. Student generally explains concepts, but only meets the minimum requirements in this area.	6.5 points Student tries to explain some concepts, but overlooks critical details. Assignment appears vague or incomplete in various segments. Student presents concepts in isolation, and does not perceive to have a logical sequencing of ideas.	0 points Explanation of concepts not provided and/or only surface level understanding is present . Assignment is incomplete or not submitted.	/ 10

Criteria	Exemplary	Accomplished	Developing	Beginning	Did not attempt	Criterion Score
Thesis and Support	10 points The writing has a clearly articulated original thesis and subordinate ideas supported by reliable and relevant evidence based on original research.	8.5 points The writing has a clearly articulated thesis supported by appropriate evidence and sound logic. Minor gaps in logic and argument may appear.	7.5 points The writing has a clear thesis and related subordinate ideas supported by clear thinking and appropriate evidence. Logical arguments may be one-sided or incomplete.	6.5 points The writing may need a more clearly articulated thesis and/or appropriate related subordinate ideas. Fuzzy logic may be evident and adequate supporting evidence is lacking.	0 points Student has a presented information with little to no support of reference materials. Assignment is incomplete or not submitted.	/ 10
Grammar and Spelling	5 points Paper contains less than 2 total grammatical and/or spelling errors.	4.25 points Paper contains 2-4 total grammatical and/or spelling errors.	3.75 points Paper contains 5-7 total grammatical and/or spelling errors.	3.25 points Paper contains 8-10 total grammatical and/or spelling errors.	0 points Paper contains more than 10 total grammatical and/or spelling errors. Assignment is incomplete or not submitted.	/ 5
APA	5 points Paper contains less than 2 APA errors.	4.25 points Paper contains 2-4 APA errors.	3.75 points Paper contains 5-7 APA errors	3.25 points Paper contains 8-10 APA errors.	0 points Paper contains more than 10 APA errors. Assignment is incomplete or not submitted.	/ 5

Criteria	Exemplary	Accomplished	Developing	Beginning	Did not attempt	Criterion Score
Mechanics	5 points Paper meets the length requirement for the assignment.	4.25 points Paper greater than 90% or substantially exceeds the length requirement for the assignment.	3.75 points Paper is less than 80% but greater than 70% of the length requirement for the assignment.	3.25 points Paper is less than 70% of the length requirement for the assignment.	0 points Paper is less than 60% of the length requirement for the assignment. Assignment is incomplete or not submitted.	/ 5

Total	/ 100
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Overall Score

Exemplary
90 points minimum

Accomplished
80 points minimum

Developing
70 points minimum

Beginning
60 points minimum

Did not attempt
0 points minimum

