

Week 4 – Written Assignment Memo Rubric

Course: MRKT 310 E001 Marketing Principles (2242)

Learning Outcome Assessment	Level 5 75 points	Level 4 62.25 points	Level 3 54.75 points	Level 2 47.25 points	Level 1 0 points	Criterion Score
Assessment of Learning Outcome – Market Segmentation (Analysis and New Market Segments)	This assignment demonstrates a high level of understanding of the learning outcome in this writing assignment precisely applies the concept to a real offering via a memo.	This assignment demonstrates a good level of understanding of the learning outcome in this writing assignment and generally applies the concept to a real offering via a memo.	This assignment demonstrates understanding of the learning outcome in this writing assignment, but the application of the concept to a real offering could have been more effective via a memo.	This assignment demonstrates an incomplete understanding of the concept and does not demonstrate the concept's applicability to a real offering via a memo.	This effort was off track for the assignment.	/ 75

Learning Outcome Assessment	Level 5 75 points	Level 4 62.25 points	Level 3 54.75 points	Level 2 47.25 points	Level 1 0 points	Criterion Score
Assessment of Learning Outcome – Segmentation Recommendation	This assignment exhibits a high level of understanding of market segmentation through a well supported selection of two new market segments for the chosen offering.	This assignment exhibits a good level of understanding of market segmentation through a well supported selection of two new market segments for the chosen offering.	This assignment exhibits understanding of market segmentation through somewhat well supported selection of at least one new market segment for the chosen offering.	This assignment demonstrates an incomplete understanding of market segmentation through a poorly supported selection of one new market segment for the chosen offering.	This effort did not attempt to identify new market segments or was off track.	/ 75

Assessment of Communication Technique	Level 5 62.5 points	Level 4 52.5 points	Level 3 45 points	Level 2 40 points	Level 1 0 points	Criterion Score
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Assessment of Communication Technique	Level 5 62.5 points	Level 4 52.5 points	Level 3 45 points	Level 2 40 points	Level 1 0 points	Criterion Score
Assessment of effective memo communication	This assignment demonstrates a high level of understanding of communication efficiency following appropriate memo structure, organization, and support to communicate ideas.	This assignment demonstrates a good level of understanding of communication efficiency following appropriate memo structure, organization, and support to communicate ideas.	This assignment demonstrates understanding of communication efficiency following appropriate memo structure, organization, and support to communicate ideas.	This assignment demonstrates an incomplete level of communication efficiency following appropriate memo structure, organization, and support to communicate ideas.	This effort was off track for the assignment.	/ 62.5

Assignment Adherence and Writing	Level 5 37.5 points	Level 4 25.125 points	Level 3 19.875 points	Level 2 15 points	Level 1 0 points	Criterion Score
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Assignment Adherence and Writing	Level 5 37.5 points	Level 4 25.125 points	Level 3 19.875 points	Level 2 15 points	Level 1 0 points	Criterion Score
Grammar, composition, adherence to submission requirements , effective use of referencing skills	Writing assignment submission is a professionally formatted document containing no typos or grammatical errors. Assignment adheres all all submission requirements. Submission demonstrates superior research and referencing skills including using APA format.	Writing assignment submission is a professionally formatted document; it may have a few typos or grammatical errors. Assignment adheres to all submission requirements. Submission demonstrates adequate research and referencing skills, but may have some issues with attribution of statements of facts or others' opinions; there may be minor	Writing assignment submission is an acceptably presented document; it may have an unacceptable number of distracting typos or grammatical errors. Assignment does not adhere to all submission requirements outlined in the syllabus. Student demonstrated poor research and referencing skills leaving most statements of	Writing assignment is a document containing typos and grammatical errors that are very distracting to the reader. Assignment does not comply with most submission requirements. Student does not demonstrate any research and referencing skills. Writing style needs significant help. Suggest student seek the services of UMGC's	Writing assignment is not in an acceptable format.	/ 37.5

Assignment Adherence and Writing	Level 5 37.5 points	Level 4 25.125 points	Level 3 19.875 points	Level 2 15 points	Level 1 0 points	Criterion Score
		issues with APA format.	facts and others' opinions unattributed; attributions may not be in APA format.	Effective Writing Program before submitting further assignments.		

Total	/ 250
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Overall Score

Level 5 225 points minimum 90%–100%	Level 4 200 points minimum 80%–89%	Level 3 175 points minimum 70%–79%	Level 2 150 points minimum 60%–69%	Level 1 0 points minimum 0%–59%
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