

Points: 20		Week 5 Discussion: Are You Sitting on a Million Dollar Idea?				
Criteria	No Attempt 0	Below Expectations 1	Below Developing2	Developing 3	Below Exemplary 4	Exemplary 5
<b>Create a video showing the product that you would like to see revamped or created from scratch.</b>	Does not attempt to create video.	Describes what they would change about a product in a text post.	Shoots video by talking into camera only. Does not provide anything but a screen shot of face talking.	Provides screen shots of a product example to be revamped or created from scratch, but does not provide a clear description of what will be changed about the product and why it would be better.	Video was difficult to understand due to quality or format.	The discussion points were identified and described with high accuracy, and all appropriate information was identified and discussed clearly.  All of the other guidelines are followed.
<b>Suggest who the target market is for your new creation.</b>	Does not provide information.	The target market was stated to be "everyone" or an unsegmented market.	The target market the same as the original product, and no reason was given for the lack of change.	The target market was changed to a segmented portion of the population, but no reason was given for why this product would be given for this segment.	Video was difficult to understand due to quality or format.	The discussion points were identified and described with high accuracy, and all appropriate information was identified and discussed clearly.  All of the other guidelines are followed.
<b>Upload your video to the discussion thread using Kaltura.</b>	Does not provide video.	Video link in inserted to thread by copying it, but not uploaded via Kaltura.	Video was embedded using YouTube.	Video was embedded using Kaltura. However, student created the video using an	Video was difficult to understand due to quality or format	The discussion points were identified and described with high

			(for auditing purposes, Student created videos need to be uploaded into Kaltura).	iPhone or iPad and did not save the file in a mobile compatible format (MP4). Video is slow processing and slow to start.		accuracy, and all appropriate information was identified and discussed clearly.
						All of the other guidelines are followed.
<b>Response to Peer</b>	Does not respond to peer.	<p>The student merely restates/summarizes another student's response.</p> <p>The student merely states an opinion or offers a superficial reaction.</p> <p>The answer is too short and not fully developed (below 5 sentences).</p>	<p>Responded to at least one other student, but response was not substantive. Follow-up question might or might not be included</p> <p>To improve the student could provide a description of issue and how these facts are related to the discussion thread topic, or provide a different point of view.</p>	<p>The answer is too short and not fully developed (below 10 sentences more than 5 sentences)</p> <p>The response does not demonstrate an understanding of important concepts by furthering the discussion conversation using at least 1 topic mentioned by peer.</p> <p>The post could have been better by furthering the discussion by introducing a new point of view. Or a real life example could be used to illustrate a new point of view.</p>	One follow-up question was not included. Or the post was not labeled with the peer's name.	<p>Responded to at least one other student; response was substantive and all of the other guidelines are followed.</p> <p>Post is labeled with peer's name</p>

Name: MKT500 Week 5 Discussion Rubric - Points

Description: MKT500 Week 5 Discussion Rubric - Points

Exit

Grid View List View

	No Attempt 0	Below Expectations 1	Below Developing 2	Developing 3	Below Exemplary 4	Exemplary 5
Create a video showing the product that you would like to see revamped or created from scratch.	<b>0 (0%)</b> Does not attempt to create video	<b>1 (5%)</b> Describes what they would change about a product in a text post	<b>2 (10%)</b> Shoots video by talking into camera only. Does not provide anything but a screen shot of face talking.	<b>3 (15%)</b> Provides screen shots of a product example to be revamped or created from scratch, but does not provide a clear description of what will be changed about the product and why it would be better.	<b>4 (20%)</b> Video was difficult to understand due to quality or format.	<b>5 (25%)</b> The discussion points were identified and described with high accuracy, and all appropriate information was identified and discussed clearly. All of the other guidelines are followed.
Suggest who the target market is for your new creation.	<b>0 (0%)</b> Does not provide information	<b>1 (5%)</b> The target market was stated to be "everyone" or an unsegmented market.	<b>2 (10%)</b> The target market the same as the original product, and no reason was given for the	<b>3 (15%)</b> The target market was changed to a segmented portion of the population, but no reason	<b>4 (20%)</b> Video was difficult to understand due to quality or format.	<b>5 (25%)</b> The discussion points were identified and described with high accuracy, and all

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<p><b>Upload your video to the discussion thread using Kaltura.</b></p>	<p><b>0 (0%)</b> Does not provide video</p>	<p><b>1 (5%)</b> Video link in inserted to thread by copying it, but not uploaded via Kaltura</p>	<p><b>2 (10%)</b> Video was embedded using YouTube (for auditing purposes. Student created videos need to be uploaded into Kaltura)</p>	<p><b>3 (15%)</b> Video was embedded using Kaltura. However, student created the video using an iPhone or iPad and did not save the file in a mobile compatible format (MP4). Video is slow processing and slow to start.</p>	<p><b>4 (20%)</b> Video was difficult to understand due to quality or format</p>	<p><b>5 (25%)</b> The discussion points were identified and described with high accuracy, and all appropriate information was identified and discussed clearly. All of the other guidelines are followed.</p>
<p><b>Response to Peer</b></p>	<p><b>0 (0%)</b> Does not respond to peer</p>	<p><b>1 (5%)</b> The student merely restates/summarizes another student's response The student merely states an opinion or offers a superficial reaction The answer is too short and not fully developed</p>	<p><b>2 (10%)</b> Responded to at least one other student, but response was not substantive. Follow-up question might or might not be included</p>	<p><b>3 (15%)</b> The answer is too short and not fully developed (below 10 sentences more than 5 sentences). The response does not</p>	<p><b>4 (20%)</b> One follow-up question was not included. Or the post was not labelled with the peer's name.</p>	<p><b>5 (25%)</b> Responded to at least one other student; response was substantive and all of the other guidelines are followed. Post</p>

No Attempt 0	Below Expectations 1	Below Developing 2	Developing 3	Below Exemplary 4	Exemplary 5
	(below 5 sentences).	To improve the student could provide a description of issue and how these facts are related to the discussion thread topic, or provide a different point of view.	demonstrate an understanding of important concepts by furthering the discussion conversation using at least 1 topic mentioned by peer. The post could have been better by furthering the discussion by introducing a new point of view. Or a real life example could be used to illustrate a new point of view.		is labeled with peer's name.

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