

BUS622.W2A1.10.2023**Description:****Total Possible Score: 7.00**

Identifies a Large Company for a Global Marketing Strategy	Total: 0.75
Distinguished - Clearly and accurately identifies a large company for a global marketing strategy.	
Proficient - Identifies a large company for a global marketing strategy. Minor details are slightly unclear or inaccurate.	
Basic - Vaguely identifies a large company for a global marketing strategy. Relevant details are unclear and/or inaccurate.	
Below Expectations - Attempts to identify a large company for a global marketing strategy; however, significant details are unclear and inaccurate.	
Non-Performance - The identification of a large company for a global marketing strategy is either nonexistent or lacks the components described in the assignment instructions.	

Constructs an Environmental Analysis for the Chosen Company in the Global Arena and Regarding the Five Topics	Total: 1.50
Distinguished - Thoroughly constructs an environmental analysis for the chosen company in the global arena and regarding the five topics.	
Proficient - Constructs an environmental analysis for the chosen company in the global arena and regarding the five topics. Minor details are missing.	
Basic - Partially constructs an environmental analysis for the chosen company in the global arena and regarding the five topics. Relevant details are missing.	
Below Expectations - Attempts to construct an environmental analysis for the chosen company in the global arena and regarding the five topics; however, significant details are missing.	
Non-Performance - The construction of an environmental analysis for the chosen company in the global arena and regarding the five topics is either nonexistent or lacks the components described in the assignment instructions.	

Identifies a Country in One of the Three Regions for the Company to Expand	Total: 1.50
Distinguished - Clearly and accurately identifies a country in one of the three regions for the company to expand.	
Proficient - Identifies a country in one of the three regions for the company to expand. Minor details are slightly unclear or inaccurate.	
Basic - Vaguely identifies a country in one of the three regions for the company to expand. Relevant details are unclear and/or inaccurate.	
Below Expectations - Attempts to identify a country in one of the three regions for the company to expand; however, significant details are unclear and inaccurate.	
Non-Performance - The identification of a country in one of the three regions for the company to expand is either nonexistent or lacks the components described in the assignment instructions.	

Explains the Rationale for Selecting the Country Considering the Seven Criteria, and Analyzes How the Criteria Impacted the Decision to Expand to That Country	Total: 1.50
Distinguished - Comprehensively explains the rationale for selecting the country fully considering the seven criteria, and thoroughly analyzes how the criteria impacted the decision to expand to that country.	
Proficient - Explains the rationale for selecting the country considering the seven criteria, and analyzes how the criteria impacted the decision to expand to that country. Minor details are missing.	
Basic - Minimally explains the rationale for selecting the country somewhat considering the seven criteria, and partially analyzes how the criteria impacted the decision to expand to that country. Relevant details are missing.	
Below Expectations - Attempts to explain the rationale for selecting the country considering the seven criteria, and analyze how the criteria impacted the decision to expand to that country; however, significant details are missing.	
Non-Performance - The explanation of the rationale for selecting the country considering the seven criteria, and analysis of how the criteria impacted the decision to expand to that country are either nonexistent or lack the components described in the assignment instructions.	

Written Communication: Control of Syntax and Mechanics	Total: 0.50
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: 0.25
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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