

mail advertising and obtain effective business process. Provide a rationale for your response. Weight: 25%	this company that will increase the response rate of its e-mail advertising and obtain effective business process. Did not submit or incompletely provided a rationale for your response.	will increase the response rate of its e-mail advertising and obtain effective business process. Partially provided a rationale for your response.	will increase the response rate of its e-mail advertising and obtain effective business process. Satisfactorily provided a rationale for your response.	will increase the response rate of its e-mail advertising and obtain effective business process. Thoroughly provided a rationale for your response.
5. Writing / Support for ideas Weight: 5%	Never uses reasons and evidence that logically support ideas.	Rarely uses reasons and evidence that logically support ideas.	Partially uses reasons and evidence that logically support ideas.	Mostly uses reasons and evidence that logically support ideas.
6. Writing / Grammar and mechanics Weight: 5%	Serious and persistent errors in grammar, spelling, and punctuation.	Numerous errors in grammar, spelling, and punctuation.	Partially free of errors in grammar, spelling, and punctuation.	Mostly free of errors in grammar, spelling, and punctuation.