

Description:**Total Possible Score:** 15.00

Identifies Sports Products and Summarizes Reasons for Brand Loyalty	Total: 3.00
Distinguished - Clearly identifies and summarizes at least three sports products. Comprehensively summarizes why loyalty to these products is so high.	
Proficient - Identifies and summarizes at least three sports products. Summarizes why loyalty to these products is so high. Some minor details are missing.	
Basic - Identifies and summarizes at least three sports products. Partially summarizes why loyalty to these products is so high. Some relevant details are missing.	
Below Expectation - Attempts to identify and summarize at least two sports products; however, the summary is significantly underdeveloped. May not sufficiently summarize why loyalty to these products is so high.	
Non-Performance - The identification and summary of sports products and summary of why loyalty to these products is so high is either nonexistent or lacks the components described in the assignment instructions.	

Compares and Contrasts the Products' Positioning on Their Websites	Total: 4.00
Distinguished - Provides a thorough comparison and contrast of the products' positioning on their websites.	
Proficient - Provides a comparison and contrast of the products' positioning on their websites. Some minor details are missing.	
Basic - Provides a minimal comparison and contrast of the products' positioning on their websites. Many relevant details are missing.	
Below Expectation - Attempts to compare and contrast the products' positioning on their websites; however, the comparison is significantly underdeveloped.	
Non-Performance - The comparison and contrast of the sports products' positioning on their website is either nonexistent or lacks the components described in the assignment instructions.	

Discusses Potential Changes in the Positioning of the Products	Total: 4.00
Distinguished - Thoroughly discusses potential changes in the positioning of the products on the website.	
Proficient - Discusses potential changes in the positioning of the products on the website. The discussion is slightly underdeveloped.	
Basic - Discusses potential changes in the positioning of the products on the website. The discussion is underdeveloped.	
Below Expectation - Attempts to discuss changes to be made in the positioning of the products on the website; however, the discussion is significantly underdeveloped.	
Non-Performance - The discussion of potential changes in the positioning of the product is either nonexistent or lacks the components described in the assignment instructions.	

Written Communication: Content Development	Total: 0.25
Distinguished - Uses appropriate, pertinent, and persuasive content to discover and develop sophisticated ideas within the context of the discipline, shaping the work as a whole.	
Proficient - Uses appropriate and pertinent content to discover ideas within the context of the discipline, shaping the work as a whole.	
Basic - Uses appropriate and pertinent content, but does not apply it toward discovering or developing ideas. Overall, content assists in shaping the written work.	
Below Expectation - Uses content, though it may be unrelated or inappropriate to the topic. Content does not contribute toward the development of the written work, and may distract the reader from its purpose.	
Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.	

Critical Thinking: Student's Position	Total: 0.25
Distinguished - Specific position is inventive, considering the intricate ideas of an issue. Limits of position are recognized. Other viewpoints are synthesized within position.	
Proficient - Specific position is adequate, considering some of the complexities of an issue. Limits of position are recognized. Other viewpoints are synthesized within position.	
Basic - Specific position is adequate, considering the intricate ideas of an issue. Limits of position are recognized but are not synthesized within position.	
Below Expectation - Specific position lacks inventiveness and insufficiently considers the intricate ideas of an issue. Limits of position are overlooked. Other viewpoints are not recognized within position.	
Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.	

Integrative Learning: Connections to Experience	Total: 0.50
Distinguished - Creates meaningful correlations among experiences outside of the classroom to deepen understanding of field of study and to broaden own viewpoints.	
Proficient - Compares life experiences and academic knowledge to distinguish differences and similarities while acknowledging perspectives other than own.	
Basic - Recognizes correlation between life experiences, academic texts, and ideas perceived as similar and related to own interests.	
Below Expectation - Briefly comments about connections between life experiences and academic texts.	
Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.	

Written Communication: Control of Syntax and Mechanics	Total: 1.50
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 Expectation - 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.	

APA Formatting	Total: 1.00
Distinguished - Accurately uses APA formatting consistently throughout the paper, title page, and reference page.	
Proficient - Exhibits APA formatting throughout the paper. However, layout contains a few minor errors.	
Basic - Exhibits basic knowledge of APA formatting throughout the paper. However, layout does not meet all APA requirements.	
Below Expectation - 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.	

Page Requirement	Total: 0.25
Distinguished - The paper meets the specific page requirement stipulated in the assignment description.	
Proficient - The paper closely meets the page requirement stipulated in the assignment description.	
Basic - The paper meets over half of the page requirement stipulated in the assignment description.	
Below Expectation - A fraction of the page requirement is completed.	
Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.	

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 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 Expectation - Uses 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.	