**MKTG610 - Discussion Board: Article Analysis Rubric**

*Week 1 = 45 points, Week 4 = 45 points*

Students must post an Article Analysis Answer on the discussion board and engage with peers by posting a discussion board response.

* *1 Article Answer = 35 points – DUE DAY 3, 11:59 PM ET*
* *1 Peer Response = 10 points – DUE DAY 7 / Last Day of W7, 11:59 PM ET*

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| **Article Discussion Board Answer Rubric (35 points)** |  |
| Discussion answer post provided comprehensive insight, understanding and reflective thought about the selected article by presenting a focused summary and analysis.  Selected article is relevant to current week’s course concepts. Publication, article title, date and author are included in discussion. Post is professional in tone, creative and original in analysis. Post is 400 words or more in length and includes a minimum of one citation from the course textbook and one additional source (in addition to the selected article). Cited sources are listed in APA format at the bottom of the post and cited properly using in-text citation.   | **100-90% of the points available**  |
| Discussion answer post provided moderate insight, understanding and reflective thought about the selected article and includes publication, article title, date and author. Selected article is relevant to current week’s course concepts. Post is mostly professional in tone. Analysis is presented but needs expanding. Post is close to 400 words in length and includes a minimum of one citation from the course textbook and one additional source (in addition to the selected article). Attempts are made to cite sources properly using APA formatting.  | **89%-80%** |
| Discussion answer post provided minimal insight, understanding and reflective thought about the selected article and/or selected article is minimally related to current week’s course concepts and/or all article attributes are not listed (publication, article title, date, author) and/or little original analysis and/or answer is not professional.  Post does not meet length requirement of 400 words or more. Post does not fulfill the citation requirements of one course textbook posting and one additional outside source. | **79%-70%** |
| Discussion answer post provided no evidence of insight, understanding or reflective thought about the selected article and/or the selected article does not specifically relate to current week’s course concepts and/or all article attributes are not discussed (publication, article title, date, author) and/or little to no analysis is provided and/or answer was extremely brief. | **69% - below** |
| Didn’t provide post or Article was 100% off topic. | **0 points** |

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| **Article Discussion Board Response Rubric (10 points)** |  |
| Response demonstrates analysis of student’s post, is relevant and adds significantly to the topic discussed, is professional in tone and writing is creative and original. Post is 100 words or more in length and includes a minimum of one credible citation. Cited source is listed in APA format at the bottom of the post and cited properly using in-text citation.   | **100-90% of the points available**  |
| Response elaborates on an existing comment, makes some significant contribution to the discussion, could use expanding, but is professional in tone and writing is creative and original. Post is close to 100 words in length and includes a minimum of one citation. Attempts are made to cite sources properly using APA formatting.  | **89%-80%** |
| Response post provides shallow or limited contribution to the topic, needs expanding, contains little analysis and/or is some what unprofessional in tone and/or writing is somewhat creative and original.  Post does not meet length requirement of 100 words or more. Post does not fulfill the citation requirement of one outside source. | **79%-70%** |
| Response is very brief and provides little to no contribution to the topic and/or is unprofessional in tone and writing is not creative and/or original.   | **69% - below** |
| Didn’t post a response or response does not contribute. | **0 points** |