

## Marketing Paper Grading Rubric | BUSI745\_D01\_202140

Criteria	Ratings				Points
Content	50 to >44.0 pts  Advanced  The analysis is thorough including differing viewpoints considered, analyzed, and reviewed. The essay is at least 1,000 words in length (only the Introduction through Conclusion paragraphs count towards the word count). Marketing theory must be evident. Introduction supports overview of paper and conclusion summarizes key points at the end of the paper.	44 to >34.0 pts  Proficient  Identifies majority of concepts and questions are addressed with thoughtful analysis. Meets word count.	34 to >0.0 pts  Developing  Identifies some of concepts and questions are addressed with some/minimal analysis. Does not meet word count.	0 pts  Not Present	50 pts
References	20 to >17.0 pts  Advanced  The reference page contains the authored sources identified in the directions. Make sure that your sources are Marketing focused. This part of the grading rubric supports the overall content of your paper which requires a strong use of outside references. References must be properly cited to count. Reference page and citations must match 100%.	17 to >13.0 pts  Proficient  Less than the assignment number of authored sources are used or there were no Journals used.	13 to >0.0 pts  Developing  The sources used were not scholarly and/or were short of the minimum requirements.	0 pts  Not Present	20 pts
Grammar, spelling, and current APA format & subject headers used for organization	30 to >26.0 pts  Advanced  Spelling and grammar are correct. Sentences are complete, clear, and concise. Paragraphs contain appropriately varied sentence structures. Where applicable, references are cited in current APA format. Format should include covering all items identified in the Written Assignment Requirements. Subject headers must be used for organization. No visuals allowed within the paper itself.	26 to >20.0 pts  Proficient  Spelling and grammar have some errors. Paragraphs contain some varied sentence structures. Where applicable, references are cited with some current APA formatting concerns. Reference page and citations match exactly.	20 to >0.0 pts  Developing  Spelling and grammar errors distract from overall submission. Sentences are incomplete or unclear. Paragraphs are poorly formed. Where applicable, references are minimally or not cited in current APA format. There is a disconnect between the reference page and citations.	0 pts  Not Present	30 pts

Total Points: 100