

COMM 426 - Integrated Marketing Communication
Case Study Rubric

CATEGORY	4	3	2	1
Identification of Main Issues/ Problems	Identifies and demonstrates a sophisticated understanding of the main issues/problems in the case study.	Identifies and demonstrates an accomplished understanding of most of the issues/problems.	Identifies and demonstrates acceptable understanding of some of the issues/problems in the case study.	Fails to address this section.
Analysis and Evaluation of Issues/Problems	Presents an insightful and thorough analysis of all identified issues/problems; includes all necessary calculations.	Presents a thorough analysis of most of the issues identified; missing some necessary calculations	Presents a superficial or incomplete analysis of some of the identified issues; omits necessary calculations.	Fails to address this section.
Recommendations on Effective Solutions/Strategies	Supports diagnosis and opinions with strong arguments and welldocumented evidence; presents a balanced and critical view; interpretation is both reasonable and objective.	Supports diagnosis and opinions with limited reasoning and evidence; presents a somewhat onesided argument; demonstrates little engagement with ideas presented.	Little or no action suggested and/or inappropriate solutions proposed to the issues in the case study.	Fails to address this section.

Writing Mechanics and Formatting Guidelines	Demonstrates clarity, conciseness and correctness; formatting is appropriate and writing is free of grammar and spelling errors.	Occasional grammar or spelling errors, but still a clear presentation of ideas; lacks organization.	Writing is unfocused, rambling, or contains serious errors; poorly organized and does not follow specified guidelines.	Fails to address this section.
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