

E-Marketing Plan Grading Rubric

Content (70 %)	Comments (be specific):
Key elements of the assignment are covered in a substantive way. The paper is at least ____ pages in length	
Major points are stated clearly and are supported by specific details or examples.	
The paper in logical and substantive manner by giving attention to specific examples offered in the textbook.	
Organization/Development of Thought (15 %)	Comments (be specific):
The paper has a structure that is clear, logical, and easy to follow.	
The introduction provides sufficient background on the topic and previews major points.	
The conclusion is logical, flows from the body of the paper, and reviews the major points mentioned in the introduction. No new thoughts are found in the conclusion	
The thought flow is smooth and the transitions between sentences, paragraphs, and/or sections is logical.	
Mechanics (15 %)	Comments (be specific):
The paper follows APA guidelines for formatting.	
Citations of original works within the body of the paper follow APA guidelines.	
The paper is laid out with effective use of headings and font style (12 point Times New Roman)	
APA rules of grammar, punctuation, spelling is correct	
Sentences are complete, clear, and concise.	
Total Evaluation (100 %)	Final Comments (be specific):