

Please print a copy of this syllabus for handy reference.

Whenever there is a question about what assignments are due, please remember this syllabus is considered to be the ruling document.

GENERAL COURSE INFORMATION

COURSE NUMBER: MBA612

COURSE TITLE: Managerial Marketing

COURSE START DATE: July 2, 2012

COURSE END DATE: September 9, 2012

COURSE ADD/DROP-LAST DAY: July 9, 2012

WITHDRAW-LAST DAY: August 20, 2012

****Note:** There are ten weeks for this course. For this MBA612 course the week begins on Monday and ends on Sunday (e.g. Week One: 7/2/12-7/8/12). This course requires that students attend class via Blackboard Collaborate on Mondays from 6-8 pm. My office hours are on Mondays from 8-9pm via Blackboard Collaborate.

REQUIRED READING:

Grewal D. & Levy, M. (2012) . *Marketing* (3th edition). New York, NY . McGraw-Hill/ Irwin

APA 6th Edition: American Psychological Association (2010). *Publication manual of the American psychological association* (6th ed.). Washington, D.C.: American Psychological Association. APA 6th Edition Website: <http://www.apastyle.org>

Instructor: Dr. Stefanie Wilson

Instructors Bio:

Prior to joining Chaminade University of Honolulu, I currently hold and have held educational and business positions. I am currently a business professor at the University of Hawaii West Oahu (UHWO), and for five years prior to joining UHWO was the business chair for the University of Phoenix (UOP) leading the undergraduate, graduate and information systems technology academic disciplines. Prior to the assuming the business chair capacity at UOP, I held marketing management capacities for over 17 years at Motorola, Inc. In these aforementioned positions, I gained a wealth of organizational, managerial and leadership expertise. At Motorola, my experience entailed managing global product portfolios and introducing products such as paging, two-way radios, cellular phones and satellite communications systems worldwide. I have also managed marketing communication budgets totaling millions of dollars to support product launches that were global in scope. At University of Hawaii, West Oahu and University of Phoenix, managing academic programs was my primary focus. I earned my Bachelor of Science in Business Management degree from Hampton Institute, Masters degree in Business Administration with specializations in International Business and Marketing from the University of Miami, and Doctor of Management in Organizational Leadership degree from the University of Phoenix.

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Availability

I am available to meet with each student, both individually or in-groups to answer questions or offer any assistance needed. I can be reached via email at anytime and via Blackboard Collaborate weekly on Mondays between 8 p.m.- 9 p.m. (after our online class session).

Welcome!

Welcome to the Chaminade University of Honolulu (CUH) MBA612 course. This course is a continuation of your exciting educational journey, and it is my pleasure to be your instructor and assist you in your learning experience. This course examines the process of identifying and meeting human and social needs profitably, also known as marketing. I will do everything to ensure the upcoming weeks will be a stimulating learning experience for all of us. Together, I trust that we will have an exciting and rewarding class.

Course Description

This course examines the marketing principles by which products and services are designed to meet and/or exceed customer needs, priced, promoted, and distributed to the end user. The focus is on the application of these marketing principles to a wide range of customers. Topics include current marketing trends and practices, value creation, globalization, technology, and services marketing.

This course is constructed as a master's level seminar. All members of the class are expected to contribute their knowledge and experience to the course. The reading and participation requirement of the course is likely to be personally engaging. This is by design. Taking on the organizational demands of developing viable products and services in a timely manner can be a daunting task and requires that we a) understand the marketplace, to include all stakeholders needs and wants b) understand how to make effective marketing mix decisions to address the needs and wants and c) push our own skill development so that our knowledge has a positive impact on the activities undertaken to market yourself or an organization. These goals suggest that our plates will be full in this course, and that we have the opportunity for a significant learning experience as well.

Course Objectives

Course Objective 1: Demonstrate an understanding of the evolution of the field and practice of marketing, and new influences, such as how social media are shaping the way businesses communicate with their customers in today's marketing environment.

When we talk about marketing, it is “ the activity, set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging, offerings that have value for customers, clients, partners and society at large” (Grewal & Levy, 2012, p. x). After all, you are familiar with marketing. Enrolling in this MBA612 course at Chaminade University of Honolulu is an example of a transaction, by which you were engaged in marketing. What this means is that this course is about exploring the key concepts of marketing of which you have been a participant. Furthermore, a second goal of the course is to facilitate your understanding of the role of marketing on society at large and emphasize the importance of ethics and societal issues.

Course Objective 2: Demonstrate an understanding of marketing concepts by developing a marketing plan.

Of course, while expanding your understanding of marketing concepts is valuable, left at that it could make you smarter about current and future marketing trends and practices. Thus, understanding is not enough. This course is also intended to sharpen your skills by allowing you to develop a marketing plan for launching a new product and/or service. Using your knowledge to integrate and apply key marketing concepts introduced in the text is the central aim of this course.

Course Objective 3: Demonstrate the ability to be a scholar-practitioner, to use knowledge of theory to determine appropriate actions when facing marketing opportunities.

In order to help you achieve these objectives, there are four course activities for you to take part in and accomplish. First, complete the assigned readings each week prior to the class discussion that will take place. Second, provide written documentation of a marketing plan which assesses your ability to research, critically think, integrate, communicate, and apply marketing concepts discussed during class. Details concerning these assignments will be included in this syllabus. Third, be prepared to participate effectively and in a timely manner to discussion questions posted. Missing three weeks of class activities to include discussion questions posted will result in not receiving credit for the course. (Refer to attendance section on page 5 for additional attendance comments). Fourth, complete the course exams.

CLASS POLICIES AND PROCEDURES

Minimum Technical Requirements (for this MBA612 course)

- Access to email and the Internet
- Internet browser Internet Explorer version 5.5 or greater, Netscape 6.2 or greater, or another equivalent level of browser (Mozilla Firefox).
- Current version of an operating system, a word processing package, a spreadsheet package, and presentation software (preferably Microsoft Office).
- Since courses may involve sending and receiving large files of information and meeting online, you may find that a high speed Internet connection is advantageous.
- To effectively use Blackboard Collaborate (formerly known as Elluminate) refer to the MBA612 course unit link "Blackboard Collaborate", and review the unit links provided.

Time Commitment and Weekly Interactions Requirements

To be successful in this online course, you must allocate sufficient time to access course materials, participate in online class discussions, and complete all assignments. Similar to traditional classroom courses, you will interact with your instructor and colleagues regarding content several times a week through course assignments, synchronous (via Blackboard Collaborate) interface on Mondays (from 6-8 pm) and asynchronous discussions via E-College email as indicated in this course syllabus. During this MBA612 course you should plan on scheduling 12 to 15 hours per week to successfully participate and achieve the course objectives.

Attendance

Failure to “show up” for the weekly Monday attendance, course assignments **or** threaded discussions will be considered an equivalent of a class time absence. I will keep track of attendance weekly. Repeated absences of three weeks or more will result in a failing course grade. No communication for two weeks may result in an administrative withdrawal and affect your tuition reimbursement.

Netiquette

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. If I deem any of them to be inappropriate or offensive, I will forward the message to the Chair of the department and the online administrators and appropriate action will be taken, not excluding expulsion from the course. Refer to the “Resources” course unit link and review the “Online Tone” unit link provided.

Threaded Discussion and Weekly Summaries

You must make three threaded discussion entries throughout the week. You should post your first DQ response thread by Monday of the designated week, and by Thursday you must respond to at least two classmates DQ response threads. Weekly summaries are due by Sunday of each week.

A brief note on substantive interaction: Substantive interaction can be seen when you respond to a posted note with a question. It advances a conversation about your query or quest. The interaction of fellow students in your classroom is enhanced, imagination is fired, and creative thinking released just by your posting of the question. The word substantive, itself, as it is used here at CUH, means “things having substance” interpreted as “things of quality, weight, importance, matter, and/or value”. Substantive responses tend to move a conversation forward and promote the learning environment of the forum underway.

Examples of substantive responses include:

- A question is substantive (as stated above). Questions cause people to want to answer.
- Disagreement (phrased in a non-judgmental, positive tone) is substantive. Few statements can stir thinking as can opposite opinions on a topic. Disagreement phrased in a negative tone can slow or stop a conversation, so be careful to phrase disagreement so that it is not argumentative, but is thought provoking.
- Explanations are substantive. They provide information, and answer unasked questions.
- Quotations (with proper references to their context) are substantive. These, too, provide information.
- Suggestions are thought provoking, and in this way, substantive. Again, tone is important.
- Agreement is very substantive. As more and more people agree on an idea or statement, other people who may have disagreed at first may reconsider their former opinion, and sometimes learn a point of view previously overlooked.

Expectations for Discussion Question Responses & Weekly Summaries

- Discussion question responses and weekly summaries should be a minimum of 100-120 words (maximum 200 words). To respond directly to a discussion question or weekly summary thread, click “Respond” below the topic. Post DQ and weekly summaries in the body of the thread, as they should not be posted as an attachment.
- Unlike your formal written assignments, I do not require that your discussion question responses adhere to specific formatting requirements. However, please make sure to proofread carefully and cite appropriately (e.g. direct quotes). Grammar and spelling errors may impact the grading.
- I expect your discussion question responses and weekly summaries to reflect critical thought. Whenever possible, please relate the course content to real-world applications from your work experience.
- Discussion Questions and Weekly Summaries posts are considered on time if time stamped by the CUH E-College system by 11:55 p.m. Hawaii Standard Time (HST) by the designated due date.

Academic Honesty and Integrity Policy

As members of the Chaminade University community, we are all committed to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Chaminade degree. Therefore, we shall not tolerate lying, cheating, plagiarism, or stealing in any form.

Academic honesty is highly valued at Chaminade University of Honolulu (CUH) . A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make clear the extent to which such sources were used. Words or ideas that require citations include, but are not limited to, all hardcopy or electronic publications—whether copyrighted or not—and all verbal or visual communication, when the content of such communication clearly originates from an identifiable source.

Academic dishonesty in an online learning environment could involve:

- Having a tutor or friend complete a portion of your assignments
- Having a reviewer make extensive revisions to an assignment
- Copying work submitted by another student to a public class meeting
- Using information from online information services without proper citation

Assignments & APA Requirements

REQUIRED FORMAT: It is assumed that all students will perform professionally in preparing work for this class. All papers will be typed, double-spaced, spell-checked, and grammar-checked and prepared in APA format. Students, your assignments should adhere to the APA guidelines as stipulated in the APA 6th edition publication manual. **For this course, the running head and abstract is required for each assignment. (The abstract should be excluded in each assignment word count requirement). Please refer to pages 40-59 in the APA 6th edition manual for sample APA papers.**

Also for this course, Individual written assignments must contain a minimum of five reference page citations. Sources must be properly cited as per APA 6th edition requirements.

All students are expected to have graduate-level writing proficiency before they enter the MBA program. Should you need tutorial assistance to enhance your writing skills, **CUH Academic Achievement Program (AAP) offers tutoring services to assist students with editing papers and checking APA formatting.** Call AAP at 735-4770 should you require tutorial assistance.

Late assignments

I expect all assignments to be turned in on time via DropBox unless otherwise specified. Assignments are considered on time when the CUH E-college system indicates a time stamp by 11:55 p.m. (Honolulu Standard Time) on the assignment due date.

Odd things happen in cyberspace—emails get lost, servers disconnect temporarily, and logins fail. Do not wait until the last minute to do your work. Allow time to meet deadlines. You are responsible for getting the work to me on time.

Late assignments are accepted for this course, and will be penalized with a 30% grade deduction for each day late unless you have made prior arrangements with me. Assignments are considered on time when the CUH system indicates a time stamp by 11:55 p.m. Hawaii Standard Time (HST). All assignments are expected to be turned in on time. **Late assignments submitted more than two days after the assignment due date will not be reviewed for feedback as no points will be earned for the assignment. In short, if the assignment is due on July 9, and the assignment is submitted on July 12, the assignment will not be reviewed for feedback, and no points will be earned for the assignment. No assignments can be accepted after the last day of instruction (September 9, 2012). Feedback on each assignment will be provided by seven days after the assignment due date. All assignments (including late assignments) must be submitted by week ten to receive a passing grade for the course.**

Incompletes or Extra Credit:

Incompletes or extra credit assignments will not be granted in this course.

GRADING Scale:

Individual grade totals will be computed at the end of the semester based on the following Chaminade University of Honolulu grading scale. Each week, I will provide grades or scores and comments on assignments within 7 days of when they were submitted.

Points	Grade
90%-100%	A
80%-89.99%	B
65%-79.99%	C
Below 65%	F

Students who earn “A” grades have evidenced thorough understanding of theory of themselves. They have sought opportunities to contribute to class discussions each week, and their contributions have reflected preparation, insight, and the willingness to take risks. They communicate effectively, both in speech and writing. Leadership skills and skill development are evident in class activities.

Students who earn “B” grades have evidenced basic understanding of theory and of themselves. Typically one or both of these could be developed further in the scope of the course. They contribute to some class discussions, and their participation when called on has shown preparation for the class. Their communication skills are satisfactory, both in speech and writing, though there are opportunities for improvement in one or both to be professionally functional. Leadership skill development is evident in class activities.

Students who earn “C” grades in the course have evidenced inadequate performance and understanding of course material. This grade is typically earned through lack of preparation, thorough attention to assignments, and limited participation in class discussion and activities. Communication skills are often in significant need of improvement to be professionally adequate.

Students who receive “F” grades have not completed required assignments and/or have missed three or more class sessions.

GRADING CRITERIA: (How I Grade Assignments) See page 15 for details.

30% on Content and Development

10% on Organization

20% on Format

20% on Punctuation, Grammar, Spelling

20% on Readability and Style

Course Requirements:

Assignments (Total: 35%)

	DUE DATE	PERCENTAGE
Marketing Plan-Part One	7/16	10%
Marketing Plan-Part Two	8/6	10%
Marketing Plan-Part Three	8/27	15%

Discussion Questions (Total: 10%)

Discussion Question 1	7/9	2%
Discussion Question 2	7/23	2%
Discussion Question 3	7/30	2%
Discussion Question 4	8/13	2%
Discussion Question 5	8/20	2%

Course Exams (Total: 45%)

45%

Each exam will include twenty (20) multiple choice and/or true/false questions from the required reading (Text: *Marketing*). Each exam question is worth .25 points as you may earn up to 5% for each exam. The exams will be available for you to access from 5 a.m. until 11:55 p.m. on the designated exam access dates. You will have up to 20 minutes to complete each exam.

Exam 1: Dates: July 3-8	(Marketing: Chapters. 1-2)	(Up to 5% may be earned)
Exam 2: Dates: July 10-15	(Marketing: Chapters. 3-4)	(Up to 5% may be earned)
Exam 3: Dates: July 17-22	(Marketing: Chapters. 5-6)	(Up to 5% may be earned)
Exam 4: Dates: July 24-29	(Marketing: Chapter 7)	(Up to 5% may be earned)
Exam 5: Dates: July 31-Aug. 5	(Marketing: Chapters. 8-9)	(Up to 5% may be earned)
Exam 6: Dates: August 7-12	(Marketing: Chapters. 10-12)	(Up to 5% may be earned)
Exam 7: Date: August 14-19	(Marketing: Chapters. 13-14)	(Up to 5% may be earned)
Exam 8: Date: August 21-26	(Marketing: Chapters. 15-16)	(Up to 5% may be earned)
Exam 9: Date: August 28-Sept. 2	(Marketing: Chapters. 17-19)	(Up to 5% may be earned)

Weekly Summaries: (Total: 10%):

10%

A weekly summary is due by Sunday of each week. Ten summaries in total, as up to 1% may be earned for each weekly summary. **(See pages 10, 12-14 for due dates).**

Total Points (Course Assignments):

100%

Course Assignments: (Continued)

Discussion Questions:

DQ 1 (Due Date By 7/9): Describe the elements of a marketing plan, to include the output of a three-phase process.

DQ 2. (Due Date By 7/23): State two reasons why a children's toy manufacturer should build and maintain an ethical climate. Support your rationale with an example.

DQ 3. (Due Date By 7/30): Identify a company that you believe does a particularly good job of marketing to different cultural groups. Justify your answer with an example.

DQ 4 (Due Date By 8/13): Define globalization. State three reasons why it is important for marketers to understand what globalization entails. Support your rationale with an example.

DQ 5 (Due Date By 8/20): A consumer package goods company (e.g. Pepsi) has just developed a new beverage. The company needs to estimate the demand for such a new product. State two or more sources of syndicated data the company could explore.

Weekly Summaries: Each week post to the Weekly Summary thread provided, a brief 100-120 word summary to the class, which documents the following:
a) an academic concept (e.g. social loafing, flow) learned that reflects on the content during the week discussion and b) the meaning of the material as it relates to a personal and/or professional experience.

This MBA612 course requires ten summaries in total, as up to 1% may be earned for each weekly summary. The weekly summary due dates are listed below.

Summary Due Dates:

(Week 1- Summary Due Date: By July 8);
(Week 2- Summary Due Date: By July 15);
(Week 3- Summary Due Date: By July 22);
(Week 4- Summary Due Date: By July 29);
(Week 5- Summary Due Date: By August 5);
(Week 6- Summary Due Date: By August 12);
(Week 7- Summary Due Date: By August 19);
(Week 8- Summary Due Date: By August 26);
(Week 9- Summary Due Date: By September 2);
(Week 10- Summary Due Date: By September 9);

Marketing Plan-Part I: Executive Summary, Company Overview, Goals & Objectives (Due By July 16)

Plan the launch of a new product or service of your choosing for your hypothetical company. This paper will address the first three sections of your marketing plan to include the following: (a) an executive summary addressing your new product and/or service for your hypothetical company, (b) the company overview, providing a description of the company to include its mission statement, background, and competitive analysis (c) the company objectives and goals, elaborating on specifics as to what the company wants to achieve, in general and with this marketing plan

Prepare a five page paper, in APA format (to include the running head and abstract), using at least five sources (published 2007 to date) to include an executive summary, company overview, goals and objectives. The title page, abstract and reference page(s) should be excluded in your page count.

Marketing Plan-Part II: Situational Analysis, STP Analysis, & Marketing Strategy (Due By August 6)

Your marketing plan is well underway! An additional three sections of your marketing plan is necessary and is the focus of this paper, to include the following: (a) a situational analysis to include a description of the strengths, weaknesses, opportunities, and threats facing your company, (b) an analysis by assessing the market in which the company functions, its current and future product portfolio offering, and the characteristics of current or potential customers, (c) the company's marketing strategy such as the projected timeframe the company plans to enter into a new market with an innovative product and/or service. .

Prepare a five page paper, in APA format (to include the running head and abstract), using at least five sources (published 2007 to date) to include the company's a situational analysis, STP analysis, and marketing strategy. The title page, abstract and reference page(s) should be excluded in your page count.

Marketing Plan-Part III: Financial Projections, Implementation Plan, and Evaluation Metrics and Control (Due By August 27)

The completion of your marketing plan, requires elaboration on several pertinent topics, to include the following: (a) a financial projection to include possible developments and returns on the marketing investments explained in the marketing strategy, (b) an implementation plan to include the timing of promotional activities, a monitoring process, and expansion plans, and (c) evaluation metrics and control, stating the means of assessing the marketing plans recommendations, as well as the methods for undertaking this assessment, whether quantitatively and/or qualitatively..

Prepare a five page paper, in APA format (to include the running head and abstract), using at least five sources (published 2007 to date) to include a financial projection, implementation plan, and evaluation metrics and control process. The title page, abstract and reference page(s) should be excluded in your page count.

ASSIGNMENT DUE DATE BREAKDOWN:

**THIS IS VERY IMPORTANT, PLEASE READ CAREFULLY AND PRINT THIS OUT FOR
HANDY REFERENCE:**

(of course you are always more than welcome to turn in assignments early, due dates are listed as
the last possible day to submit each assignment)

Course Schedule

****Note: There are ten weeks for this MBA612 course. For this MBA612 course the week begins on Monday and ends on Sunday (e.g. Week One: 7/2/12-7/8/12)**

<u>Course Date</u>	<u>Course Topic(s) & Assignments Due</u>
(W1) 7/2-7/8	<p>Introduction of class participants, course syllabus to include processes and assignments will be reviewed.</p> <p>Assessing the Marketplace</p> <ul style="list-style-type: none">• Blackboard Collaborate Class Session: 7/2 (6-8 pm)• Required Reading: Marketing (Chapters 1 & 2) Due By 7/2• Post Bio/Welcome Due By 7/3• Exam 1 (Chapters 1 & 2): 7/3-7/8 (Access 5am-11:55 pm)• Week One Summary Due By 7/8
(W2) 7/9-7/15	<p>Assessing the Marketplace</p> <ul style="list-style-type: none">• Blackboard Collaborate Class Session: 7/9 (6-8 pm)• Required Reading: Marketing (Chapters 3 & 4) Due By 7/9• DQ1 Due By 7/9• Exam 2 (Chapters 3 & 4): 7/10-7/15 (Access 5am-11:55 pm)• Week Two Summary Due By 7/15
(W3) 7/16-7/22	<p>Understanding the Marketplace</p> <ul style="list-style-type: none">• Blackboard Collaborate Class Session: 7/16 (6-8 pm)• Required Reading: Marketing (Chapters 5 & 6) Due By 7/16• Assignment: Marketing Plan-Part One Paper Due By 7/16• Exam 3 (Chapters 5 & 6): 7/17-7/22 (Access 5am-11:55 pm)• Week Three Summary Due By 7/22

Course Date**Course Topic(s) & Assignments Due**

(W4) 7/23-7/29

Understanding the Marketplace

- Blackboard Collaborate Class Session: 7/23 (6-8 pm)
- Required Reading: Marketing (Chapters 7, 8 & 9) Due By 7/23
- DQ2 Due By 7/23
- Exam 4 (Chapter 7): 7/24-7/29 (Access 5am-11:55 pm)
- Week Four Summary Due By 7/29

(W5) 7/30-8/5

Targeting the Marketplace

- No Blackboard Collaborate Class Session held this week. (Review Chapters 8 & 9)
- DQ3 Due By 7/30
- Exam 5 (Chapters 8 & 9): 7/31-8/5 (Access 5am-11:55 pm)
- Week Five Summary Due By 8/5

(W6) 8/6-8/12

Value Creation

- Blackboard Collaborate Class Session: 8/6 (6-8 pm)
- Required Reading: Marketing (Chapters 10, 11 & 12) Due By 8/6
- Assignment: Marketing Plan-Part Two Paper Due By 8/6
- Exam 6 (Chapters 10, 11, & 12): 8/7-8/12 (Access 5am-11:55 pm)
- Week Six Summary Due By 8/12

(W7) 8/13-8/19

Value Capture

- Blackboard Collaborate Class Session: 8/13 (6-8 pm)
- Required Reading: Marketing (Chapters 13 & 14) Due By 8/13
- DQ4 Due By 8/13
- Exam 7 (Chapters 13 & 14): 8/14-8/19 (Access 5am-11:55 pm)
- Week Seven Summary Due By 8/19

Course Date**Course Topic(s) & Assignments Due**

(W8) 8/20-8/26

Value Delivery: Designing the Channel and Supply Chain

- Blackboard Collaborate Class Session: 8/20 (6-8 pm)
- Required Reading: Marketing (Chapters 15 & 16) Due By 8/20
- DQ5 Due By 8/20
- Exam 8 (Chapters 15 & 16): 8/21-8/26 (Access 5am-11:55 pm)
- Week Eight Summary Due By 8/26

(W9) 8/27-9/2

Value Communication

- Blackboard Collaborate Class Session: 8/27 (6-8 pm)
- Required Reading: Marketing (Chapters 17, 18 & 19) Due By 8/27
- Assignment: Marketing Plan-Part Three Paper Due By 8/27
- Exam 9 (Chapters 17, 18 & 19): 8/28-9/2 (Access 5am-11:55 pm)
- Week Nine Summary Due By 9/2

(W10) 9/3-9/9

MBA612 Course Wrap-Up

- Blackboard Collaborate Class Session: 9/3 (6-8 pm)
- Course Wrap-Up Exercises & Dialogue
- Week Ten Summary Due By 9/9 (to include a concept, idea or chapter(s) in the text you enjoyed gaining insight about the most during the course).

WRITTEN ASSIGNMENT FEEDBACK

Student/Group Name(s) _____ Date _____
 Course MBA612 Assignment _____

Content/Development (30%)

Subject Matter:

- Key elements of assignments covered
- Content is comprehensive/accurate/persuasive
- Displays an understanding of relevant theory
- Major points supported by specific details/examples
- Research is adequate/timely
- Writer has gone beyond textbook for resources

Higher-Order Thinking:

- Writer compares/contrasts/integrates theory/subject matter with work environment/experience
- At an appropriate level, the writer analyzes and synthesizes theory/practice to develop new ideas and ways of conceptualizing and performing

Organization (10%)

- The introduction provides a sufficient background on the topic and previews major points
- Central theme/purpose is immediately clear
- Structure is clear, logical, and easy to follow
- Subsequent sections develop/support the central theme
- Conclusion/recommendations follow logically from the body of the paper

Style/Mechanics (60%)

Format--20%

- Citations/reference page follow guidelines
- Properly cites ideas/info from other sources.
- Paper is laid out effectively--uses, heading and other reader-friendly tools
- Paper is neat/shows attention to detail

Grammar/Punctuation/Spelling--20%

- Rules of grammar, usage, punctuation are followed
- Spelling is correct

Readability/Style--20%

- Sentences are complete, clear, and concise
- Sentences are well-constructed with consistently strong, varied structure
- Transitions between sentences/paragraphs/sections help maintain the flow of thought
- Words used are precise and unambiguous
- The tone is appropriate to the audience, content, and assignment

Comments / Grade

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