**FULL REFLECTIVE ESSAYS – GRADING RUBRIC AND GUIDELINE**

**FOR MSPR 652, MPSM601, MPSM609 GRADUATE COURSES**

**DR. AREVALO**

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| **Performance** | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** |
|  | **Possible Score: 3** | **Possible Score: 4** | **Possible Score: 5** |
| **Goal 1. Assignment**  **Components Part I** | Three themes (or theories) have been considered, but writing has little or no evidence of addressing these themes. | Addresses part of the themes, but does not fully expand on them. Some digression. | Addresses the three themes (or theories) and develops them by use of class notes, textbook cases, external sources and specific examples discussed during lectures.  Note: Label Part I Themes/Theories – give it a catchy title |
| **Goal 2. Assignment Components Part II** | Textbook assignment or specific chapter has been considered, but writing has little or no evidence of drawing from textbook content. | Addresses all parts of the textbook/chapter assignment, but does not fully expand on them. While some parts are full, other parts need work. | Fully addresses all textbook/chapter components and develops writing using external sources, and specific firm/case examples to support ideas.  Note: Label Part II  A Look at Concepts – this is a catchy title |
| **Goal 3. Analyzes the industry factors, consumer behavior aspects, and marketing dilemmas and makes implications, application and utility for future fashion marketers and managers** | Student’s writing lacks a critical consideration of the topics at hand, and offers little or no mention of managerial implications | Student provides a good analysis on the topics at hand, but ideas lack critical thought on the consequences for future managerial decision making. | Student makes comprehensive analysis of the topics at hand, offers critical thought on implications and provides scenario planning if faced with similar situations.  Note: Label Part III  A Managerial Set of Implications / and Applications – this is a catchy title |
| **Goal 4. Grammatical Fluency** | Written report (based on 7 pages) contains more than 5 spelling and grammatical errors. Juvenile sentence construction. | Few grammatical errors, but some inability to express complex ideas in language. Obfuscating style. | No grammatical errors. Clear writing style, where ideas are complex and language is error-free.  Note: best is to conduct an ABC spell check on your document |
| **Goal 5. Organization** | Some organization apparent, but poor; incorrect paragraphing; introduction & conclusion, topic sentences, and references missing or incomplete. | Organization evident; adequate paragraphing, introduction and conclusion; references and use of topic sentences. | Writing well organized and appropriate to topic; paragraphing, introduction and conclusion developed; topic sentences and good external references evident.  Note: I look for:   1. Abstract 2. Parts I thru III 3. Part IV is your conclusion 4. Part V is your references in APA style |