



IT 647 Short Paper: How Sites Monetize Guidelines and Rubric

Overview: Module One introduces a number of different e-commerce models used by websites including:

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Consumer-to-Business (C2B)
- Business-to-Government (B2G)
- Government-to-Business (G2B)
- Government-to-Citizen (G2C)

Prompt: Write a short (two- to four-page) paper that discusses the pros and cons of five of the e-commerce models and describe the conditions that would cause you to use or avoid each. Provide at least one example of a website that uses each of the models you describe.

Guidelines for Submission: The How Sites Monetize short paper should follow these formatting guidelines: two to four pages, double-spaced, 12-point Times New Roman font, one-inch margins, citations in APA format.

This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (75%)	Not Evident (0%)	Value
Pros and Cons of Various Approaches	Meets “Proficient” criteria and evaluation is substantiated with supporting and relevant research	Accurately and thoroughly evaluates pros and cons of e-commerce approaches	Evaluates pros and cons of e-commerce approaches, but evaluation is incomplete or inaccurate	Does not evaluate pros and cons of e-commerce approaches	40
Conditions for Use of Models	Meets “Proficient” criteria and description is substantiated with specific details and supporting evidence	Appropriately and sufficiently describes conditions that would cause developer to avoid each model	Describes conditions that would cause developer to avoid each model, but descriptions are incorrect or insufficient	Does not describe conditions that would cause developer to avoid each model	40
Website Example	Meets “Proficient” criteria and examples are substantiated with clear rationale	Provides logical website examples to illustrate e-commerce models	Provides website examples, but examples are incorrectly identified	Does not provide website examples	10

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Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%