



ECO 201 Milestone One Guidelines and Rubric

The purpose of this milestone is for students to introduce a firm for analysis in their research paper. This milestone requires students to provide an overview of the firm, which will lay the groundwork for their analysis. Students will provide a history of the firm as well as current information about its goods/services and areas of operation. This milestone will also ensure that students are familiar with APA formatting for in-text citations and reference lists.

Prompt: Submit a draft of the **introduction** (Section I) of your research paper for your selected firm, which was approved by your instructor in Module One. Include all critical elements listed below. You will detail the purpose of the paper, summarize the history of the firm, and provide an overview of the firm.

Specifically the following **critical elements** must be addressed:

I. Introduction

In Module One, you worked with your instructor to choose a firm that matches the following criteria: a publicly traded company operating in the U.S. market that is currently in business. Write a one- to two-page paper that includes the following elements for your chosen firm:

- a) Outline the **purpose** of your final project research paper and explain how it will inform your conclusion.
- b) Summarize the **history** of your chosen firm and provide an **overview** for what it does and what goods/services it sells.

Guidelines for Submission: Your paper must be submitted as a one- to two-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Introduction: Purpose	Outlines the purpose of the research paper and explains how it will inform the conclusion	Outlines the purpose of the research paper, but does not explain how it will inform the conclusion	Does not outline the purpose of the paper	30
Introduction: History and Overview	Comprehensively summarizes the history of the firm and provides an overview for what the firm does and what goods/services it sells	Summarizes the history of the firm and provides an overview for what the firm does and what goods/services it sells, but summary is not comprehensive or overview lacks details	Does not summarize the history of the firm or provide an overview	60
Articulation of Response	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%