

**MKT 350 – Consumer Information in the Digital Age**  
**Final ‘exam’ Essay: SSIM Icons**

**Name:** \_\_\_\_\_

| <b>This paper...</b>                                                                                                                                                                                      | <b>5 = Excellent<br/>1 = Poor or missing</b> | <b>Comments:</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|------------------|
| Clearly states purpose of essay: Use AT LEAST one concept/model or theory and explain why the icons you developed will serve to warn consumers about their information exchanges                          |                                              |                  |
| <b>Explains and Rationalizes</b> why the icons were developed                                                                                                                                             |                                              |                  |
| Explains and connects course concept(s)/model(s) and theory(ies) to help develop educated conclusions in the analysis about what the icons could mean for consumers and companies (costs and/or benefits) |                                              |                  |
| Shows <b>understanding of the concepts, theories, and models</b> from the course and <b>applies them</b> to help in the analysis                                                                          |                                              |                  |
| Consistent in use of correct <b>in-text citation</b> formatting [all information is attributed to source(s) and author(s)] and a reference page (works cited) is included at end                          |                                              |                  |
| <b>Demonstrates proper grammar</b> , word usage and mechanics                                                                                                                                             |                                              |                  |
| Clearly provides examples for each icon in each quadrant                                                                                                                                                  |                                              |                  |
| <b>Includes relevant facts and evidence</b> to support conclusions                                                                                                                                        |                                              |                  |
| Other notes:                                                                                                                                                                                              |                                              |                  |