

MKT 350 – Consumer Information in the Digital Age
Personal Information Assignment Rubric

Name: _____

This paper...	5 = Excellent 1 = Poor or missing	Comments:
Clearly states purpose of paper: To examine the manner in which you exchange, use, and store information <u>online and offline</u> and then analyze your exchange of information behavior using the concepts, models, and theories from the course.		
Analysis includes how much <u>control</u> you want over your information (consider: does this relate to trust), the potential risk or type of <u>harm</u> (short/long run), and your estimated <u>value</u> of this information,		
Outlines clear organization of the paper in the introductory paragraph		
Depicts how you share, use, and store information using graph(s), table(s), chart(s), infographic, and/or other visual representations		
Demonstrates proper grammar , word usage and mechanics		
Consistent in use of correct in-text citation formatting [all information is attributed to source(s) and author(s)] and a reference page (works cited) is included at end		
Explains and connects course theor(ies), concept(s), and/or model(s) to the depiction and analysis of personal information exchanges, use and storage.		
Shows understanding of the concepts, theories, and models discussed in class and in course readings (note you do not have to use all the concepts, etc. but you should show your knowledge and application of the one(s) you use)		
Develops educated conclusions about your exchange, use and storage of information and explains how course tools help in understanding your information exchanges		
Includes relevant facts and evidence to support conclusions, but avoids use of overly long quotes to replace critical thinking and analysis		
Other notes:		