

E-COM500
Critical Thinking Writing Rubric - Module 11

	Exceeds Expectation	Meets Expectation	Below Expectation	Limited Evidence
Content, Research, and Analysis				
	21-25 Points	16-20 Points	11-15 Points	6-10 Points
Requirements	Exceeds Expectation - Includes all of the required components, as specified in the assignment.	Meets Expectation - Includes most of the required components, as specified in the assignment.	Below Expectation - Includes some of the required components, as specified in the assignment.	Limited Evidence - Includes few of the required components, as specified in the assignment.
	21-25 Points	16-20 Points	11-15 Points	6-10 Points
Content	Exceeds Expectation - Demonstrates substantial and extensive knowledge of the materials, with no errors or major omissions.	Meets Expectation - Demonstrates adequate knowledge of the materials; may include some minor errors or omissions.	Below Expectation - Demonstrates fair knowledge of the materials and/or includes some major errors or omissions.	Limited Evidence - Fails to demonstrate knowledge of the materials and/or includes many major errors or omissions.
	25-30 Points	19-24 Points	13-18 Points	7-12 Points
Analysis	Exceeds Expectation - Provides strong thought, insight, and analysis of concepts and applications.	Meets Expectation - Provides adequate thought, insight, and analysis of concepts and applications.	Below Expectation - Provides poor thought, insight, and analysis of concepts and applications.	Limited Evidence - Provides little or no thought, insight, and analysis of concepts and applications.
	13-15 Points	10-12 Points	7-9 Points	4-6 Points
Sources	Exceeds Expectation - Sources go above and beyond required criteria, and are well chosen to provide effective substance and perspectives on the issue under examination.	Meets Expectation - Sources meet required criteria and are adequately chosen to provide substance and perspectives on the issue under examination.	Below Expectation - Sources meet required criteria, but are poorly chosen to provide substance and perspectives on the issue under examination.	Limited Evidence - Source selection and integration of knowledge from the course is clearly deficient.
Mechanics and Writing				
	5 Points	4 Points	3 Points	1-2 Points
Demonstrates college-level proficiency in	Exceeds Expectation - Project is clearly	Meets Expectation - Project is fairly well organized and	Below Expectation - Project is poorly organized and	Limited Evidence - Project is not organized or well

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organization, grammar and style.	organized, well written, and in proper format as outlined in the assignment. Strong sentence and paragraph structure; contains no errors in grammar, spelling, APA style, or APA citations and references.	written, and is in proper format as outlined in the assignment. Reasonably good sentence and paragraph structure; may include a few minor errors in grammar, spelling, APA style, or APA citations and references.	written, and may not follow proper format as outlined in the assignment. Inconsistent to inadequate sentence and paragraph development, and/or includes numerous or major errors in grammar, spelling, APA style, or APA citations and references.	written, and is not in proper format as outlined in the assignment. Poor quality work; unacceptable in terms of grammar, spelling, APA style, and APA citations and references.
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Total points possible = 100