

Teaching Materials

Grading Rubric

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Each component of the project is assessed, and students receive feedback:

Case Study Comparative Analysis Worksheet: 25 points

- Identify the problem, underlying assumptions, and possible solutions
- Select and defend a solution
- Describe implementation of solution

Media Pros and Cons Worksheet: 20 points

- Electronic and print strategies – 10 points
- Non-traditional and traditional channels – 10 points)

Prospectus:

A four-point grading rubric on five elements (criteria) x 5 for a total of 100 points, based on:

- Adapting written communication to a specific purpose and audience.
- Synthesizing and logically arranging written content.
- Recognizing and identifying appropriate topics and sub-topics.
- Proper formatting.
- Correct mechanics, grammar, and spelling.