

MKT 690 Threaded Discussion Rubric

Your active participation in the discussion topics is essential to your overall success this term. Discussion questions are designed to help you make meaningful connections between the course content and the larger concepts and goals of the course. These discussions offer you the opportunity to express your own thoughts, ask questions for clarification, and gain insight from your classmates’ responses and instructor’s guidance.

Requirements for Threaded Discussion Topic Assignments

These discussions require two initial posts. Students are required to create two threads in the discussion and make an initial post in each. They are also required to respond to at least two peers: one response in a peer’s thread about internal factors and one response in a peer’s thread about external factors.

For your initial post in each thread, you must:

- Compose a post of one to two paragraphs
- In Module One, complete the initial post by Thursday at 11:59 pm Eastern Time.
- In Modules Two through Ten, complete the initial post by Thursday at 11:59 pm of your local time zone.
- Take into consideration material such as course content and other discussion topics from the current module and previous modules, when appropriate

For your response posts, you must:

- Reply to at least two different classmates, at least one response in each thread
- In Module One, complete the two response posts by Sunday at 11:59 pm Eastern Time.
- In Modules Two through Ten, complete the two response posts by Sunday at 11:59 pm of your local time zone.
- Demonstrate more depth and thought than simply stating “I agree” or “You are wrong.” *Guidance is provided for you in each discussion prompt.*

Critical Elements	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Comprehension Thread 1	Develops an initial post with an organized, clear point of view or idea using rich and significant detail (100%)	Develops an initial post with a point of view or idea using appropriate detail (90%)	Develops an initial post with a point of view or idea but with some gaps in organization and detail (70%)	Does not develop an initial post with an organized point of view or idea (0%)	25
Comprehension Thread 2	Develops an initial post with an organized, clear point of view or idea using rich and significant detail (100%)	Develops an initial post with a point of view or idea using appropriate detail (90%)	Develops an initial post with a point of view or idea but with some gaps in organization and detail (70%)	Does not develop an initial post with an organized point of view or idea (0%)	25
Timeliness		Submits initial post on time (100%)	Submits initial post one day late (70%)	Submits initial post two or more days late (0%)	10
Engagement	Provides relevant and meaningful response posts with clarifying explanation and detail (100%)	Provides relevant response posts with some explanation and detail (90%)	Provides somewhat relevant response posts with some explanation and detail (70%)	Provides response posts that are generic with little explanation or detail (0%)	10
Critical Thinking	Draws insightful conclusions	Draws informed conclusions	Draws logical conclusions (70%)	Does not draw logical	20

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	that are thoroughly defended with evidence and examples (100%)	that are justified with evidence (90%)		conclusions (0%)	
Writing (Mechanics)	Initial post and responses are easily understood, clear, and concise using proper citation methods where applicable with no errors in citations (100%)	Initial post and responses are easily understood using proper citation methods where applicable with few errors in citations (90%)	Initial post and responses are understandable using proper citation methods where applicable with a number of errors in citations (70%)	Initial post and responses are not understandable and do not use proper citation methods where applicable (0%)	10
Earned Total					100%