**Consumer Behavior Application Rubric**

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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeSpelling/Grammar (Weight 25.00 %) | |  |  |  |  | | --- | --- | --- | --- | | **25.0 pts**  **Exemplary**  100% No Grammatical or spelling errors; sentences and paragraphs well-constructed. | **15.0 pts**  **Proficient**  85% Limited spelling and grammatical errors; sentence and paragraphs coherent. | **10.0 pts**  **Emergent**  60% Several spelling and grammatical errors; writing of sentences and paragraphs not always clear. | **0.0 pts**  **Unsatisfactory**  0% Numerous spelling and grammatical errors; thoughts not presented clearly. | | 25.0 pts |
| This criterion is linked to a Learning OutcomeOrganized, Coherent/Concise (Weight 25.00%) | |  |  |  |  | | --- | --- | --- | --- | | **25.0 pts**  **Exemplary**  100% Well-organized paper with introduction, presentation of methods, critical analysis of data and conclusion clearly presented. | **15.0 pts**  **Proficient**  85% Findings are presented in logical order and include key sections (introduction, analysis, and conclusion). | **10.0 pts**  **Emergent**  60% Factual presentation and analyses are there, but not well organized. | **0.0 pts**  **Unsatisfactory**  0% Presentation lacks organization and is a free flow of thoughts. | | 25.0 pts |
| This criterion is linked to a Learning OutcomeAnalysis (Weight 25.00%) | |  |  |  |  | | --- | --- | --- | --- | | **25.0 pts**  **Exemplary**  100% Critically analyzes and evaluates key findings and performs them without flaws. | **15.0 pts**  **Proficient**  85% Performs correct analysis with few flaws. | **10.0 pts**  **Emergent**  60% Performs correct analysis with several flaws. | **0.0 pts**  **Unsatisfactory**  0% Does not perform the correct analysis and/or contains many flaws. | | 25.0 pts |
| This criterion is linked to a Learning OutcomeInterpretation of Results (Weight 25.00%) | |  |  |  |  | | --- | --- | --- | --- | | **25.0 pts**  **Exemplary**  100% Effectively interprets results and relevance to class without flaws. | **15.0 pts**  **Proficient**  85% Interprets results with a few flaws. | **10.0 pts**  **Emergent**  60% Limited interpretation of results with several flaws. | **0.0 pts**  **Unsatisfactory**  0% No interpretation of results and/or contains many flaws. | | 25.0 pts |
| Total Points: 100.0 | | |