

Home Study Rubric:

VBA Bank School: Marketing 2022 – 2023 / Instructor: Erin Black, PhD

Name:	
Bank:	
Class (Instructor):	Strategic Communications & Marketing (Erin Black)
Grade:	

	Total	Excellent	Proficient	Developing	Not Present
BRAND: Introduction of the Problem (Why is it a problem? What is the current strategy?)		25 – 23 Points Describes problem in a clear way using support. All questions in the prompt are addressed.	22 – 18 Points Describes problem in a clear way with some support. Most questions in the prompt are addressed.	17 – 1 Points Describes problem in a clear way, but without support. Most questions in the prompt are addressed.	0 Points Does not describe problem in a clear way using support. Questions in the prompt are not addressed.
CRISIS: Description of Current Crises Impacting the Problem (Why do they matter?)		20 – 18 Points Describes crises that effect the problem in a clear way using support. All components of the prompt are addressed.	17 – 14 Points Describes crises that effect the problem in a clear way with some support. Most questions in the prompt are addressed.	13 – 1 Points Describes crises that effect the problem in a clear way, but without support. Most questions in the prompt are addressed.	0 Points Does not describe crises that effect the problem in a clear way using support. Questions in the prompt are not addressed.
STRATEGY: Solution Outline, Strategies, & Challenges (How will you do it?)		25 – 23 Points Describes solution in a clear way using support. All components of the prompt are addressed.	22 – 18 Points Describes solution in a clear way with some support. Most questions in the prompt are addressed.	17 – 1 Points Describes solution in a clear way, but without support. Most questions in the prompt are addressed.	0 Points Does not describe solution in a clear way using support. Questions in the prompt are not addressed.
ACTION: Conclusion & Call to Action (What do you need the audience to do?)		20 – 18 Points Concludes and offers call to action in a clear way using support. All components of the prompt are addressed.	17 – 14 Points Concludes and offers call to action in a clear way with some support. Most questions in the prompt are addressed.	13 – 1 Points Concludes and offers call to action in a clear way, but without support. Most questions in the prompt are addressed.	0 Points Does not conclude and does not offer call to action in a clear way using support. Questions in the prompt are not addressed.
Professional Presentation (Tone, Grammar, Spelling, Formatting, Headers, etc.)		10 – 9 Points Paper is organized and excellent in terms of tone, grammar, formatting, etc.	8 – 7 Points Paper has some tone, grammatical, and formatting challenges.	6 – 1 Points Paper has many tone, grammatical, and formatting challenges.	0 Points Paper needs significant work.
TOTAL					

Comments: