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

Comments: