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Name: **MAT510 Week 8 Case Study 2: Improving E-Mail Marketing Response**

Description: **MAT510 Week 8 Case Study 2: Improving E-Mail Marketing Response**

Grid View

List View

	Unacceptable	Fair	Proficient	Excellent
1. Use the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.	<p>0 (0%) - 22.08 (13.8%)</p> <p>Did not submit or incompletely used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>	<p>22.4 (14%) - 25.28 (15.8%)</p> <p>Partially used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>	<p>25.6 (16%) - 28.48 (17.8%)</p> <p>Satisfactorily used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>	<p>28.8 (18.2%) - 31.68 (19.8%)</p> <p>Thoroughly used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>
2. Determine the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Provide a rationale for your response.	<p>0 (0%) - 22.08 (13.8%)</p> <p>Did not submit or incompletely determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Did not submit or incompletely provided a rationale for your response.</p>	<p>22.4 (14%) - 25.28 (15.8%)</p> <p>Partially determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Partially provided a rationale for your response.</p>	<p>25.6 (16%) - 28.48 (17.8%)</p> <p>Satisfactorily determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Satisfactorily provided a rationale for your response.</p>	<p>28.8 (18.2%) - 31.68 (19.8%)</p> <p>Thoroughly determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Thoroughly provided a rationale for your response.</p>
	<p>0 (0%) - 27.6 (17.25%)</p>	<p>28 (17.5%) - 31.6 (19.75%)</p>	<p>32 (20%) - 35.6 (22.25%)</p>	<p>36 (22.5%) - 39.6 (24.75%)</p>

<p>Increase the response rate of its e-mail advertising. Provide a rationale for your response.</p>	<p>that the company could take in order to increase the response rate of its e-mail advertising. Did not submit or incompletely provided a rationale for your response.</p>	<p>could take in order to increase the response rate of its e-mail advertising. Partially provided a rationale for your response.</p>	<p>could take in order to increase the response rate of its e-mail advertising. Satisfactorily provided a rationale for your response.</p>	<p>could take in order to increase the response rate of its e-mail advertising. The pro ratio resp</p>
<p>4. Propose one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Provide a rationale for your response.</p>	<p>0 (0%) - 27.6 (17.25%) Did not submit or incompletely proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Did not submit or incompletely provided a rationale for your response.</p>	<p>28 (17.5%) - 31.6 (19.75%) Partially proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Partially provided a rationale for your response.</p>	<p>32 (20%) - 35.6 (22.25%) Satisfactorily proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Satisfactorily provided a rationale for your response.</p>	<p>36 (25%) The pro over for a pro for that the of its adv obta bus pro The pro ratio resp</p>
<p>5. Writing / Support for ideas</p>	<p>0 (0%) - 5.52 (3.45%) Never uses reasons and evidence that logically support ideas.</p>	<p>5.6 (3.5%) - 6.32 (3.95%) Rarely uses reasons and evidence that logically support ideas.</p>	<p>6.4 (4%) - 7.12 (4.45%) Partially uses reasons and evidence that logically support ideas.</p>	<p>7.2 (5%) Mos rea evid logi idea</p>
<p>6. Writing / Grammar and mechanics</p>	<p>0 (0%) - 5.52 (3.45%) Serious and persistent errors in grammar, spelling, and punctuation.</p>	<p>5.6 (3.5%) - 6.32 (3.95%) Numerous errors in grammar, spelling, and punctuation.</p>	<p>6.4 (4%) - 7.12 (4.45%) Partially free of errors in grammar, spelling, and punctuation.</p>	<p>7.2 (5%) Mos erro gra spe pun</p>



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