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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language skills, using the following rubric.

Points: 200	Assignment 4: Capstone				
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<p>1. Create a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.</p>	<p>Insufficiently created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.</p>	<p>Partially created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.</p>	<p>Satisfactorily created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.</p>	<p>Thoroughly created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.</p>
<p>2. Based on the SWOT analysis, outline a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.</p>	<p>Insufficiently outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.</p>	<p>Partially outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.</p>	<p>Satisfactorily outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.</p>	<p>Thoroughly outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.</p>
<p>3. Discuss the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.</p>	<p>Insufficiently discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.</p>	<p>Partially discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.</p>	<p>Satisfactorily discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.</p>	<p>Thoroughly discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.</p>
<p>4. Outline a communications plan the company could use to make the strategies you recommend above known to all.</p>	<p>Did not submit or incompletely outlined a communications plan the company could use to make the strategies you recommend above known to all.</p>	<p>Insufficiently outlined a communications plan the company could use to make the strategies you recommend above known to all.</p>	<p>Partially outlined a communications plan the company could use to make the strategies you recommend above known to all.</p>	<p>Satisfactorily outlined a communications plan the company could use to make the strategies you recommend above known to all.</p>	<p>Thoroughly outlined a communications plan the company could use to make the strategies you recommend above known to all.</p>

<p>5. Assess efforts by this corporation to be a responsible (ethical) corporate citizen and determine the impact these efforts (or lack thereof) have on the company's bottom line. Provide specific examples to support your response.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely assessed efforts by this corporation to be a responsible (ethical) corporate citizen and incompletely determined the impact these efforts (or lack thereof) have on the company's bottom line. Did not provide specific examples to support your response.</p>	<p>Insufficiently assessed efforts by this corporation to be a responsible (ethical) corporate citizen and incompletely determined the impact these efforts (or lack thereof) have on the company's bottom line. Did not provide specific examples to support your response.</p>	<p>Partially assessed efforts by this corporation to be a responsible (ethical) corporate citizen and incompletely determined the impact these efforts (or lack thereof) have on the company's bottom line. Did not provide specific examples to support your response.</p>	<p>Satisfactorily assessed efforts by this corporation to be a responsible (ethical) corporate citizen and incompletely determined the impact these efforts (or lack thereof) have on the company's bottom line. Did not provide specific examples to support your response.</p>	<p>Thoroughly assessed efforts by this corporation to be a responsible (ethical) corporate citizen and incompletely determined the impact these efforts (or lack thereof) have on the company's bottom line. Did not provide specific examples to support your response.</p>
<p>6. Develop an executive level Power Point presentation with 8 -12 slides with speaker notes and appropriate graphics or professional video.</p> <p>Weight: 35%</p>	<p>Did not meet the presentation requirements of length (8 to 12 slides with speaker notes or video).</p>	<p>Insufficient presentation at executive level (minimum slides, no speaker notes, or video).</p>	<p>Partial presentation at executive level with incomplete speaker notes and graphics or video.</p>	<p>Satisfactorily presented an executive level presentation with speaker notes, graphics or video.</p>	<p>Thoroughly presented an executive level presentation with speaker notes, graphics or video.</p>
<p>7. 3 references</p> <p>Weight: 5%</p>	<p>No references provided</p>	<p>Does not meet the required number of references; all references poor quality choices.</p>	<p>Does not meet the required number of references; some references poor quality choices.</p>	<p>Meets number of required references; all references high quality choices.</p>	<p>Exceeds number of required references; all references high quality choices.</p>
<p>8. Clarity, writing mechanics, and formatting requirements</p> <p>Weight: 10%</p>	<p>More than 8 errors present</p>	<p>7-8 errors present</p>	<p>5-6 errors present</p>	<p>3-4 errors present</p>	<p>0-2 errors present</p>



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