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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing 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
1. Create a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats. Weight: 10%	Did not submit or incompletely created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	Insufficiently created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	Partially created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	Satisfactorily created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.	Thoroughly created a SWOT analysis for the company to determine its major strengths, weaknesses, opportunities, and threats.
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. Weight: 10%	Did not submit or incompletely outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	Insufficiently outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	Partially outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	Satisfactorily outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.	Thoroughly outlined a strategy for the company to capitalize on its strengths and opportunities, and minimize its weaknesses and threats.
3. Discuss the various levels and types of strategies the firm may use to maximize its competitiveness and profitability. Weight: 10%	Did not submit or incompletely discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	Insufficiently discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	Partially discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	Satisfactorily discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.	Thoroughly discussed the various levels and types of strategies the firm may use to maximize its competitiveness and profitability.
4. Outline a communications plan the company could use to make the strategies you recommend above known to all stakeholders. Weight: 10%	Did not submit or incompletely outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	Insufficiently outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	Partially outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	Satisfactorily outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.	Thoroughly outlined a communications plan the company could use to make the strategies you recommend above known to all stakeholders.

<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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