



STUDYDADDY

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Evaluation for Blog Post (100 Points)

Components	A					B					C					D or F							
	45	46	47	48	50	40	41	42	43	44	35	36	37	38	39	30	31	32	33	34	24	25	26
Knowledge of a Marketing Concept (50)	<p><u>45</u> <u>46</u> <u>47</u> <u>48</u> <u>50</u> The student applies an HR concept in analyzing a real-life case or news article. S/he shows a thorough and excellent understanding of the concept. The TurnItIn report yields less than 5% of duplicated content.</p>					<p><u>40</u> <u>41</u> <u>42</u> <u>43</u> <u>44</u> The student applies an HR concept in analyzing a real-life case or news article. S/he shows good knowledge of the concept. The TurnItIn report yields between 5% and 10% of duplicated content.</p>					<p><u>35</u> <u>36</u> <u>37</u> <u>38</u> <u>39</u> The student reports a case or news report. S/he makes an attempt to apply an HR concept to the case or news and shows some knowledge of the concept. The TurnItIn report yields between 11% and 20% duplicated content.</p>					<p><u>30</u> <u>31</u> <u>32</u> <u>33</u> <u>34</u> The student seems to report a case or news report, but it was not clearly written. S/he also makes an attempt to discuss an HR concept but fails to show understanding of the concept. The TurnItIn report yields more than 21% duplicated content but still below 40%*</p>							
Coherent Writing (40)	<p><u>36</u> <u>37</u> <u>38</u> <u>39</u> <u>40</u> The discussion flows very well, with effective introduction, detailed information, and reasonable conclusion. Specific examples are provided. The post ends with two relevant open-ended questions to provoke discussion. The paper has no more than two grammar, spelling, or sentence structure errors. No one-page paragraphs or one-sentence paragraphs were found in the paper.</p>					<p><u>32</u> <u>33</u> <u>34</u> <u>35</u> The paper flows well, with an introduction, detailed information, and a conclusion. The post ends with two open-ended questions to provoke discussion. The paper has three to four grammar, spelling, or sentence structure errors. No one-page paragraphs or one-sentence paragraphs were found in the paper.</p>					<p><u>28</u> <u>29</u> <u>30</u> <u>31</u> The paper does not flow well. The paper has five to six grammar, spelling, or sentence structure errors. It has one or two one-page paragraphs or one-sentence paragraphs in the paper.</p>					<p><u>24</u> <u>25</u> <u>26</u> <u>27</u> The paper flows poorly. The paper has no more than seven grammar, spelling, or sentence structure errors. It has a few one-page paragraphs or one-sentence paragraphs in the paper.</p>							
Clear Proposition (10)	<p><u>9</u> <u>10</u> The author presents a clear proposition or a debate.</p>					<p><u>8</u> The author presents a proposition or a debate.</p>					<p><u>7</u> It is unclear if the author presents his/her proposition or a debate. It reads as if a summary of somebody else' work, with little evidence of critical thinking.</p>					<p><u>6</u> It reads no more than a summary of somebody else' work.</p>							

Total (100)

Bonus (10)

- A TurnItIn report yielding 40% or more duplicated content will result in a failing grade (F) for the entire course.
- You must turn in a Word document as a TurnItIn assignment on Blackboard before the deadline (NOT even a second late). Otherwise, you will receive a zero for this assignment.



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