



STUDYDADDY

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Grid View

List View

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exemplary 90 - 100% A
1. Identify the Web site, the sender, and perceived receiver. Weight: 10%	0 (0.00%) - 22.08 (6.90%) Did not submit or incompletely identified the Web site, the sender, and perceived receiver.	22.4 (7.00%) - 25.28 (7.90%) Partially identified the Web site, the sender, and perceived receiver.	25.6 (8.00%) - 28.48 (8.90%) Satisfactorily identified the Web site, the sender, and perceived receiver.	28.8 (9.00%) - 32 (10.00%) Thoroughly identified the Web site, the sender, and perceived receiver.
2. Analyze the integrated business communication. Weight: 15%	0 (0.00%) - 33.12 (10.35%) Did not submit or incompletely analyzed the integrated business communication.	33.6 (10.50%) - 37.92 (11.85%) Partially analyzed the integrated business communication.	38.4 (12.00%) - 42.72 (13.35%) Satisfactorily analyzed the integrated business communication.	43.2 (13.50%) - 48 (15.00%) Thoroughly analyzed the integrated business communication.
3. Assess the media richness of the section. Weight: 15%	0 (0.00%) - 33.12 (10.35%) Did not submit or incompletely assessed the media richness of the section.	33.6 (10.50%) - 37.92 (11.85%) Partially assessed the media richness of the section; omitted some key information.	38.4 (12.00%) - 42.72 (13.35%) Satisfactorily assessed the media richness of the section.	43.2 (13.50%) - 48 (15.00%) Thoroughly assessed the media richness of the section.
4. Describe how the message is framed. Weight: 15%	0 (0.00%) - 33.12 (10.35%) Did not submit or incompletely described how the message is framed.	33.6 (10.50%) - 37.92 (11.85%) Partially described how the message is framed.	38.4 (12.00%) - 42.72 (13.35%) Satisfactorily described how the message is framed.	43.2 (13.50%) - 48 (15.00%) Thoroughly described how the message is framed.
5. Identify opinion leaders. Weight: 10%	0 (0.00%) - 22.08 (6.90%) Did not submit or incompletely identified opinion leaders.	22.4 (7.00%) - 25.28 (7.90%) Partially identified opinion leaders; omitted some key information.	25.6 (8.00%) - 28.48 (8.90%) Satisfactorily identified opinion leaders.	28.8 (9.00%) - 32 (10.00%) Thoroughly identified opinion leaders.
6. Make recommendations for improving word choice. Weight: 15%	0 (0.00%) - 33.12 (10.35%) Did not submit or incompletely made recommendations for improving word choice.	33.6 (10.50%) - 37.92 (11.85%) Partially made recommendations for improving word choice.	38.4 (12.00%) - 42.72 (13.35%) Satisfactorily made recommendations for improving word choice.	43.2 (13.50%) - 48 (15.00%) Thoroughly made recommendations for improving word choice.
7. Clarity Weight: 10%	0 (0.00%) - 22.08 (6.90%) Did not complete the assignment or explanations are unclear and not organized. (Major issues)	22.4 (7.00%) - 25.28 (7.90%) Explanations generally unclear and not well organized. (Many issues)	25.6 (8.00%) - 28.48 (8.90%) Explanations generally clear and/or organized. (Minor issues)	28.8 (9.00%) - 32 (10.00%) Explanations very clear and well organized. (Added helpful details.)
	0 (0.00%) - 22.08 (6.90%)	22.4 (7.00%) - 25.28 (7.90%)	25.6 (8.00%) - 28.48 (8.90%)	28.8 (9.00%) - 32 (10.00%)



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