



**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  |
|---|---|---|--|--|
| <b>1. Explain as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career. Weight: 16%</b> | 0 (0.00%) - 30.912 (11.04%)<br>Did not submit or incompletely explained as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career. | 31.36 (11.20%) - 35.392 (12.64%)<br>Partially completed the assignment or explain as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career. | 35.84 (12.80%) - 39.872 (14.24%)<br>Satisfactorily explained as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career. | 40.32 (14.40%) - 44.8 (16.00%)<br>Thoroughly explained as a future executive, what you think are the most important communication issues you will have to face as you embark upon your career. |
| <b>2. Discuss whether communication will become more complex, or less complex, and why. Weight: 16%</b>   | 0 (0.00%) - 30.912 (11.04%)<br>Did not submit or incompletely discussed whether communication will become more complex, or less complex, and why,   | 31.36 (11.20%) - 35.392 (12.64%)<br>Partially answered whether communication will become more complex, or less complex, and why.  | 35.84 (12.80%) - 39.872 (14.24%)<br>Satisfactorily answered whether communication will become more complex, or less complex, and why.  | 40.32 (14.40%) - 44.8 (16.00%)<br>Thoroughly answered whether communication will become more complex, or less complex, and why.  |
| <b>3. Address what role technology will play in the communication of thoughts and ideas. Weight: 16%</b>  | 0 (0.00%) - 30.912 (11.04%)<br>Did not complete the assignment or did not address what role technology will play in the communication of thoughts and ideas.  | 31.36 (11.20%) - 35.392 (12.64%)<br>Partially addressed what role technology will play in the communication of thoughts and ideas.  | 35.84 (12.80%) - 39.872 (14.24%)<br>Satisfactorily addressed what role technology will play in the communication of thoughts and ideas.  | 40.32 (14.40%) - 44.8 (16.00%)<br>Thoroughly addressed what role technology will play in the communication of thoughts and ideas.  |
| <b>4. Discuss how the information gap between generations, cultures, income levels, and education can be resolved. Weight: 16%</b>                                    | 0 (0.00%) - 30.912 (11.04%)<br>Did not complete the assignment or did not discuss how the information gap between generations, cultures, income levels, and education can be resolved.                          | 31.36 (11.20%) - 35.392 (12.64%)<br>Partially discussed how the information gap between generations, cultures, income levels, and education can be resolved.  | 35.84 (12.80%) - 39.872 (14.24%)<br>Satisfactorily discussed how the information gap between generations, cultures, income levels, and education can be resolved.                                    | 40.32 (14.40%) - 44.8 (16.00%)<br>Thoroughly discussed how the information gap between generations, cultures, income levels, and education can be resolved.                                    |
| <b>5. Include a statement of your personal philosophy on the future of integrated business communication. Weight: 16%</b>   | 0 (0.00%) - 30.912 (11.04%)<br>Did not complete the assignment or did not include a statement of personal philosophy on the future of integrated business communication.  | 31.36 (11.20%) - 35.392 (12.64%)<br>Partially included a statement of personal philosophy on the future of integrated business communication.   | 35.84 (12.80%) - 39.872 (14.24%)<br>Sufficiently included a statement of personal philosophy on the future of integrated business communication.   | 40.32 (14.40%) - 44.8 (16.00%)<br>Thoroughly included a statement of personal philosophy on the future of integrated business communication.   |
| <b>6. Clarity Weight: 10%</b>   | 0 (0.00%) - 19.32 (6.90%)<br>Did not complete the assignment or explanations are unclear and not  | 19.6 (7.00%) - 22.12 (7.90%)<br>Explanations generally unclear and not well organized. (Many issues)  | 22.4 (8.00%) - 24.92 (8.90%)<br>Explanations generally clear and/or organized. (Minor issues)  | 25.2 (9.00%) - 28 (10.00%)<br>Explanations very clear and well organized. (Added helpful details.)   |



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