



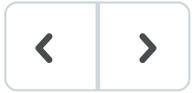
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Module Three Checkpoint Assignment Guidelines and Rubric



ECO 201 Module Three Checkpoint Assignment Guidelines and Rubric

Directions

Research the company you selected for your project (see the Project Guidelines and Rubric document for the full list of companies o assignment directly supports your work on your project.

Use the provided template linked in the What to Submit Section to complete this checkpoint assignment. It is a modified version of t Eight. **Note that the sections you create for this assignment cannot be copied and pasted into the project template because this as**

Support your analysis with sources from the textbook and your own research.

Specifically, address the following:

1. **Introduction:** Provide a brief description of the selected company, including what products or services they provide.
2. **Supply and Demand**
 - A. Describe the supply and demand **trends** for the company over the past five years. How have supply and demand trends c
 - B. Identify at least two **determinants** of supply and two determinants of demand and explain how they have impacted the s
3. **Price Elasticity**
 - A. Identify the **determinants** of price elasticity of demand for the selected company. Provide examples from your research t
 - B. Based on your analysis, determine if the price elasticity of demand is **elastic or inelastic** for the goods or services produc
 - C. Explain how price elasticity of demand affects pricing decisions and **total revenue** of the selected firm. Provide examples

What to Submit

Using the [Module Three Checkpoint Assignment Template](#), create your checkpoint assignment and submit it for grading. Sources sh

Module Three Checkpoint Assignment Rubric

Criteria	Proficient (100%)	Needs Improvement (55%)	

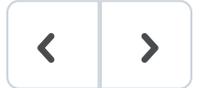
Introduction	Provides a brief description of the selected firm, including what products or services they provide	Shows progress toward proficiency, but with errors or omissions	Does
Supply and Demand: Trends	Describes the supply and demand trends for the company over the past five years	Shows progress toward proficiency, but with errors or omissions	Does
Supply and Demand: Determinants	Identifies at least two determinants of supply and two determinants of demand and explains how they have impacted the supply and demand trends for the company	Shows progress toward proficiency, but with errors or omissions	Does
Price Elasticity: Determinants	Identifies the determinants of price elasticity of demand for the selected company and provides examples from research to illustrate	Shows progress toward proficiency, but with errors or omissions	Does
Price Elasticity: Elastic or Inelastic	Determines if the price elasticity of demand is elastic or inelastic for the goods or services produced by the company	Shows progress toward proficiency, but with errors or omissions	Does
Price Elasticity: Total Revenue	Explain how price elasticity of demand affects pricing decisions and total revenue of the selected firm and provides examples from research or the textbook to illustrate	Shows progress toward proficiency, but with errors or omissions	Does
Clear Communication	Consistently and effectively communicates in an organized way to a specific audience	Shows progress towards proficiency, but communication is inconsistent or ineffective in a way that negatively impacts understanding	Shows or org
Citations and Attributions	Uses citations for ideas requiring attribution, with consistent minor errors	Uses citations for ideas requiring attribution, with major errors	Does attrib

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