80% 89% 100%

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| Incorporate three specific laws (e.g. contract, tort) or ethical codes that apply to the corporate decisions in this case. | Did not clearly identify or apply three specific laws or ethical codes that apply to the Ford Pinto case. | Clearly identified and applied three specific laws or ethical codes that apply to the Ford Pinto case. | Provided a thorough analysis on three specific laws or ethical codes that apply to the Ford Pinto case. |
| Discuss how the philosophy of economist Milton Friedman may have influenced the employees, executives/managers of the company. | Did not clearly discuss how the philosophy of economist Milton Friedman may have influenced the employees, executives/managers of the company. | Clearly discussed how the philosophy of economist Milton Friedman may have influenced the employees, executives/managers of the company. | Provided a detailed analysis on whether  the philosophy of economist Milton Friedman may have influenced the employees, executives/managers of the company. |
| Discuss Ford or Lee Iacocca moral responsibilities to stakeholders and to the safety of customers. In addition, identify an ethical framework other than Free Market Ethics that applies to this situation and discuss how it may have influenced the executives of the company. | Did not provide a detailed analysis on Ford's or Lee Iacocca's moral responsibilities to stakeholders and to the safety of customers. Did not identify an ethical framework other than Free Market Ethics that applies to this situation or discuss how it may have influenced the executives of the company.   Did not apply ethical frameworks. | Discussed Ford's or Lee Iacocca's moral responsibilities to stakeholders and to the safety of customers. In addition, identified an ethical framework other than Free Market Ethics that applies to this situation and discussed how it may have influenced the executives of the company.  Addressed ethical frameworks. | Provided a thorough analysis on Ford's or Lee Iacocca's moral responsibilities to stakeholders and to the safety of customers. In addition, identified an ethical framework other than Free Market Ethics that applies to this situation and discussed how it may have influenced the executives of the company.  should be balanced.  Thoroughly addressed ethical frameworks. |
| Provided research to support arguments | Did not use at least seven sources.  No citations present in essay or significant instances of missing citations. Overuse of quoted material. Use of non-credible sources. | Used at least seven sources, including two from the University library. | All arguments supported by research.  All research is correctly documented with in-text citations and a reference page. Used at least seven sources, includng two from the University library. |
| Essay is 1500 - 2000 words | Essay did not meet the minimum word count of 1500 words | Essay exceeded the word count of 2000 words. Writing could be more concise | Essay is between 1500 - 2000 words |
| APA Formatting | Essay is not double- spaced or is missing a title page or reference page. Frequent citation errors.  References appear on reference list but not cited in essay. | Most citations are in APA format. | Essay is double- spaced, contains a title page and a reference page. |
| Mechanics | Frequent grammatical, punctuation, and spelling errors. Use of first and second person, instead of third person. | Minor grammatical, punctuation, and spelling errors. | Technically flawless, mechanically and grammatically correct. |
| Format | Organization and structure developing but still some illogic in flow. Missing conclusion. | Organization and structure are clear but presentation could be more precise. | Organization and structure of the paper are clear and easy to follow. |