

## Grading Individual Campaign Assignments

I will use a holistic grading method, which looks at the writing in its entirety, to assess your assignment unless otherwise indicated. I am looking for effort, content, composition and innovation. In other words, did you try hard? Did you capture the key information? Does it make sense and is your thinking strategically sound? Are you applying critical and creative thinking? Is it concise, precise and well edited? Grammar, spelling, punctuation, typos and errors matter in this business. Proofread carefully and also have a fresh set of eyes proof every assignment. In general, I will use the following guidelines:

On a scale from 1-10:

**A (9-10)** This writing is original and insightful. It addresses the intent of the assignment with comprehension and creativity. It is written clearly, concisely, confidently, is well organized, without flaw, makes complete sense and uses prescribed format.

**B (8)** This paper meets, and at times exceeds, the basic requirements and ideas of the assignment. The writing is generally effective and concise, but may have minor flaws or inconsistencies.

**C (7)** This writing meets basic requirements however could use more effort, insight and fine-tuning.

**D (6)** This writing clearly misses the mark of the assignment and/or lacks effort and/or has serious technical issues.

**F (below 6)** This assignment was not turned in, or turned in too late to receive a valuable score.