

BSNS 6350: MARKETING STRATEGY

Current Events Grading Rubric

Name of Student: _____

You will read, present, and write a summary about a current topic in the news (news articles may go back to August of 2007) this semester. Each effort is worth 25 points, for a possible total of 100 points if you do four current events.

Please read a current news item, whether in a journal like *The Wall Street Journal*, *Business Week*, *Financial Times*, *The Economist*, etc. or a legitimate online journal to find an article relevant to “Marketing Strategy,” “Strategic Marketing,” “Marketing Planning,” or some closely-related topic. Be aware that related topics would include, but not be limited to, issues and decisions about products, pricing, promotion, and place/distribution/logistics, marketing research, customer analysis, competitive analysis, and company analysis from a Marketing perspective.

The article you choose should report the news, not be an editorial, opinion piece, or letter to the editor. It should be current, not necessarily that day, but definitely during the 2007-2008 academic year. It must deal with some aspect of strategic MARKETING and can have a global marketing theme.

Write a one-page complete and accurate summary of the article using three paragraphs: summary, analysis, and opinion, and identify a theme (what the story is about). Use your own words—don’t worry about sounding “academic,” just tell what the article says and means to you. At the beginning of class, you will BRIEFLY and WITHOUT READING YOUR PAPER, tell the class what the article is about and how it relates to/illustrates the concepts of this class.

Make at least one relevant point (for example: “As our textbook explains, this company successfully used a skimming pricing strategy in the introductory stage of the product’s life cycle to quickly and successfully recover their research and development costs.”) Identify a concept or theory from the course, and evaluate the information in the article relevant to that concept or theory (i.e., tie them together. The article should illustrate/apply the concept or theory from the book.) All relevant details should be fully elaborated.

The evaluation scale is as follows:

	Your Score
Selection of the Article (2 points) The article reports the news and is current (dated from 8-07 to now) The article deals with some aspect of marketing strategy.	<input type="text"/>
Written (Typed) Summary of the Article: First (summary) Paragraph (5 points) The key information in the article is summarized accurately and completely. The summary is thematic (clearly identifies what the story is about). The summary is done in your own words. The summary is concise, with no more than 3-4 sentences in the paragraph. The summary makes sense. Anyone who has not read the article can understand it by reading your summary.	<input type="text"/>

Second (analysis) Paragraph (5 points)

The analysis makes at least one relevant point.

A concept or theory from the course is identified and described.

The key information in the article is evaluated in light of a concept or theory from the course.

The relevant details are fully elaborated (e.g., name of company, its products, time frame, etc.)

The paper is mechanically sound, meaning no errors, Word format, 12-pt. Times New Roman font, and providing the complete citation for the article in APA form.

Third (knowledge and opinion) paragraph (4 points)

Student displayed an understanding of the article.

Student displayed an understanding of the Marketing Strategy concept or theory he/she chose.

Student displayed an ability to appropriately match the article and course concepts/theories.

Student wrote an informed opinion of the article (e.g., “I agree/disagree... because...”)

Presentation of the Paper (5 points)

Student did not read his/her paper.

Student was comfortable (obviously understood) with the article.

Student summarized the article in a few sentences.

Student stated the tie between this article and a topic of “Marketing Strategy.”

Student gave his/her opinion of the article.

Overall Impression of Presentation (4 points)

Student spoke in an informative, conversational manner.

Speech is confident, clear, and to-the-point.

Presentation gives an impression of professionalism.

Speaker uses grammatical, business English.

Total Points Earned