**Economic and Ethical Activity in a Changing World**

**Conducting Business in Another Country Brochure Assignment #2 Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| CATEGORY | **20** | **15** | **10** |  | **5 or less** |  |
| **Content -** | All facts in the | 99-90% of the facts | 89-80% of the facts |  | Fewer than 80% of |  |
| **Accuracy** | brochure are | in the brochure are | in the brochure are |  | the facts in the |  |
|  | accurate. | accurate. | accurate. |  | brochure are |  |
|  |  |  |  |  | accurate. |  |
|  |  |  |  |  |  |  |
| **Attractiveness &** | The brochure has | The brochure has | The brochure has |  | The brochure's |  |
| **Organization** | exceptionally | attractive formatting | well-organized |  | formatting and |  |
|  | attractive formatting | and well-organized | information. |  | organization of |  |
|  | and well-organized | information. |  |  | material are |  |
|  | information. |  |  |  | confusing to the |  |
|  |  |  |  |  | reader. |  |
|  |  |  |  |  |  |  |
| **Writing -** | Capitalization and | Capitalization and | There are 1-2 |  | There are several |  |
| **Mechanics** | punctuation are | punctuation are | capitalization and/or |  | capitalization or |  |
|  | correct throughout | correct throughout | punctuation errors in |  | punctuation errors in |  |
|  | the brochure. | the brochure after | the brochure even |  | the brochure even |  |
|  |  | feedback from an | after feedback from |  | after feedback from |  |
|  |  | adult. | an adult. |  | an adult. |  |
|  |  |  |  |  |  |  |
| **Knowledge** | All students in the | All students in the | Most students in the |  | Several students in |  |
| **Gained** | group can accurately | group can | group can accurately |  | the group appear to |  |
|  | answer all questions | accurately answer | answer most |  | have little knowledge |  |
|  | related to facts in the | most questions | questions related to |  | about the facts or |  |
|  | brochure and to | related to facts in | facts in the brochure |  | technical processes |  |
|  | technical processes | the brochure and to | and to technical |  | used in the brochure. |  |
|  | used to create the | technical processes | processes used to |  |  |  |
|  | brochure. | used to create the | create the brochure. |  |  |  |
|  |  | brochure. |  |  |  |  |
| **Sources** | Careful and accurate | Careful and | Careful and accurate |  | Sources are not |  |
|  | records are kept to | accurate records are | records are kept to |  | documented |  |
|  | document the source | kept to document | document the |  | accurately or are not |  |
|  | of 95-100% of the | the source of 94- | source of 84-75% of |  | kept on many facts |  |
|  | facts and graphics in | 85% of the facts and | the facts and |  | and graphic |  |
|  | the brochure. | graphics in the | graphics in the |  |  |  |
|  |  | brochure. | brochure. |  |  |  |
|  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_**

**Maximum 100 Points**