

## APPLICATIONS PAPER EVALUATION

### OPTION 2—CONSUMER BHEAVIOR

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<p><b>The below ratings do NOT represent "points,"</b> but rather <i>evaluations</i> of specific components. Grading is based on the overall impression of the paper.</p>	
Criterion	Rating (NOT "points" and not additive)
Demonstrated understanding of consumer behavior/organizational marketing issues addressed	/10
Application of ideas to the specifics of the project (rather than an abstract discussion with limited or superficial application)	/10
Clear demonstration of reasoning	/10
Quality of reasoning and analysis	/10
Ideas expressed are meaningful and sufficiently specific rather than superficial	/10
Overall impression	/10
<p>Applications Paper score: <span style="float: right; color: red; font-size: 1.2em; font-weight: bold;">/100</span></p> <p><b>Please <u>note comments in red in the text of your paper</u> pasted below.</b></p> <p>You are <u>not</u> expected to respond to questions raised unless you choose to complete the final paper.</p> <p>Concerns listed below apply if an "X" is marked.</p>	
	The discussion is not closely tailored to the actual the actual venture. The discussion may appear to be "textbook-like," discussing ideas in general but without application to the specific venture in mind.
	Reasoning is not spelled out.
	"Stipulated excellence."
	Reasoning or logic unclear
	Failure to apply to the specific venture

	Failure to highlight managerial implications
	Use of hyperbole, exaggerations, or other sensational language
	Writing is ambiguous, including possible use of the term "etc."
	Use of low quality or otherwise not credible sources, if applicable
	Improvement of writing is needed
	Superficial or incorrect use of marketing terms. The careless use of fancy-sounding words gives the impression the writer wants to deceive the reader by creating an impression of knowing vastly more than he or she actually does. This makes the whole paper suspect.
	Excessive use of "buzz" words
	Poor writing quality and/or poor proof reading
	Overall failure to follow instructions.
	Excessive use of quotations rather than paraphrasing
	Excessive redundancy