

APPLICATIONS PAPER EVALUATION

The below ratings do NOT represent “points,” but rather *evaluations* of specific components. Grading is based on the overall impression of the paper.

Criterion	Rating Range (NOT “points” and NOT additive)
Demonstrated understanding of consumer behavior/organizational marketing issues addressed	/10
Clarity of discussion and writing quality	/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
Meaningful and relevant integration of at least three outside sources	
Overall impression	/10
Applications Paper score:	/150

Please note comments in green in the text of your paper pasted below.

You are not expected to respond to questions raised—these are, however, issues you may want to think about.

Please note that the quality of the paper is not related to the number of comments made. Quality should be judged by the ratings above. For some criteria, the rating may consist of a range rather than one number. This is either because your performance fell between these levels or because performance varied among different parts of the paper. Your ultimate score is based on *overall impression*. The specific evaluation scores are not additive since not all criteria are equally important and since not all the criteria are independent of each other.

The attached PDF file does not contain any additional information but is included because some e-mail clients and systems may not show the formatted text correctly.

If this paper was received after the deadline, the score is contingent on having obtained an

extension and meeting the requirements for eligibility.

Concerns listed below apply if an “X” is marked.

	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