

University of Southern California
Marshall School of Business

BUAD 307
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Marketing Fundamentals
Fall, 2008

**EVALUATION OF FINAL PAPER
(SUBJECT TO REVISION)**

EVALUATION OF FINAL PAPER	
The below ratings do NOT represent “points,” but rather <i>evaluations</i> of specific components. Grading is based on the overall impression of the proposal.	
Criterion	Rating (NOT “points” and not additive)
Replies to previous questions	/10
Analysis and clarity of reasoning	/10
Overall quality	/10
Concerns listed below apply if an “X” is marked.	
	Superficial answers to questions
	Reasoning is not spelled out.
	“Stipulated excellence”—assertion that this product will be better than competing ones without any indication of how this superior product will be accomplished
	Reasoning or logic unclear
	Failure to highlight managerial implications
	Use of hyperbole, exaggerations, or other sensational language
	Writing is ambiguous, including possible use of the term “etc.”
	Excessive use of quotations rather than paraphrasing
	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.
	Failure to introduce quotes
Final paper score:	<i>/75</i>