

University of Southern California
Marshall School of Business

BUAD 307
Lars Perner, Ph.D., Instructor

Marketing Fundamentals
Fall, 2008

**EVALUATION OF LIBRARY DATABASE RESOURCE LIST
(SUBJECT TO REVISION)**

<p>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.</p>	
Criterion	Rating (NOT “points” and not additive)
Research thoroughness and relevance	/10
Quality of sources used	/10
<p>Concerns listed below apply if an “X” is marked.</p>	
	Failure to apply to the specific venture
	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.
Library Database Resource List score:	/15