

1. Case Study Rubric for Analytical skill

Rubric	Excellent (7-10 points)	Good (4-6 points)	Poor (0-3 points)	Score
Information about the organization chosen for case analysis	Very well written using own words, the needed information is presented.	A mix of own words and some content copied form internet.	Completely copied form internet.	
Answer all the questions in the case study	Answer all the questions	Answer some of the questions.	Answer one question.	
SWOT analysis of Marketing activities	All the four areas of the analysis are covered	Two to three areas of the analysis are covered	One or no areas are covered	
Major issues identified to Marketing activities of the organization	All major issues are identified	Few issues are identified	Unable to find major issues, but found some minor issues	
Developing Solutions for the issues	Developed solution/s leading to competitive advantage, strategic advantage, operational advantage	Developed solution/s leading to two advantages	Developed solution/s leading to one or no advantage	