

Weighted Rubric Example

| | Exceeds Expectations | Meets Expectations | Needs Improvement | 0 - Inadequate | Score |
|------------------------|---|---|--|---------------------------------|----------|
| Strength Analysis | 15 - Thoroughly examines strengths of the competitor with at least 5 detailed strengths. | 10 - Examines the strengths of the competitor with 3 detailed strengths. | 5 - Examines the strength of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine strengths. | |
| Weakness Analysis | 9 - Thoroughly examines weaknesses of the competitor with at least 5 detailed strengths. | 6 - Examines the weaknesses of the competitor with 3 detailed strengths. | 3 - Examines the weaknesses of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine weaknesses. | |
| Opportunity Analysis | 9 - Thoroughly examines opportunities of the competitor with at least 5 detailed strengths. | 6 - Examines the opportunities of the competitor with 3 detailed strengths. | 3 - Examines the opportunities of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine opportunities. | |
| Threat Analysis | 9 - Thoroughly examines threats of the competitor with at least 5 detailed strengths. | 6- Examines the threats of the competitor with 3 detailed strengths. | 3 - Examines the threats of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine threats. | |
| Technical Requirements | 8 - Submitted on time, in Word format, and the competitor name and web address are listed. | | 4 - Either the document was not submitted in Word format or the competitor name and web address are not listed. | No submission | |
| Notes to student | | | | | Total/50 |

