

Rubric Example

| | 3 - Exceeds Expectations | 2 - Meets Expectations | 1 - Needs Improvement | 0 - Inadequate | Score |
|------------------------|---|---|--|---------------------------------|----------|
| Strength Analysis | Thoroughly examines strengths of the competitor with at least 5 detailed strengths. | Examines the strengths of the competitor with 3 detailed strengths. | Examines the strength of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine strengths. | |
| Weakness Analysis | Thoroughly examines weaknesses of the competitor with at least 5 detailed strengths. | Examines the weaknesses of the competitor with 3 detailed strengths. | Examines the weaknesses of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine weaknesses. | |
| Opportunity Analysis | Thoroughly examines opportunities of the competitor with at least 5 detailed strengths. | Examines the opportunities of the competitor with 3 detailed strengths. | Examines the opportunities of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine opportunities. | |
| Threat Analysis | Thoroughly examines threats of the competitor with at least 5 detailed strengths. | Examines the threats of the competitor with 3 detailed strengths. | Examines the threats of the competitor with 1-2 detailed strengths or multiple strengths without backup details. | Fails to examine threats. | |
| Technical Requirements | Submitted on time, in Word format, and the competitor name and web address are listed. | | 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/15 |

