**Market Segmentation Project Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
|  |  |  |  |  |
| **Organization** | Information is very | Information is | Information is | The information |
|  | organized with well- | organized with well- | organized, but | appears to be |
|  | constructed | constructed | paragraphs are not | disorganized. |
|  | paragraphs and | paragraphs. | well-constructed. |  |
|  | subheadings. |  |  |  |
| **Quality of** | Information clearly | Information clearly | Information clearly | Information has little |
| **Information** | relates to the main | relates to the main | relates to the main | or nothing to do with |
|  | topic. It includes | topic. It provides 1-2 | topic. No details | the main topic. |
|  | several supporting | supporting details | and/or examples are |  |
|  | details and/or | and/or examples. | given. |  |
|  | examples. |  |  |  |
| **Quality of Writing** | Complete sentences | Complete sentences, | Complete sentences | Some incomplete |
|  | with good variety, | correct spelling and | with some improper | sentences and |
|  | proper grammar, and | proper grammar. | grammar. | fragments, some |
|  | correct spelling. | Need more variety in |  | misspelled words and |
|  |  | sentence structure. |  | poor grammar. |
| **Paragraph** | All paragraphs include | Most paragraphs | Paragraphs included | Paragraphing |
| **Construction** | introductory | include introductory | related information | structure was not |
|  | sentence, | sentence, | but were typically not | clear and sentences |
|  | explanations or | explanations or | constructed well. | were not typically |
|  | details, and | details, and |  | related within the |
|  | concluding sentence. | concluding sentence. |  | paragraphs. |
| **Amount of** | All topics are | All topics are | All topics are | One or more topics |
| **Information** | addressed and all | addressed and most | addressed, and most | were not addressed. |
|  | questions answered | questions answered | questions answered |  |
|  | with at least 2 | with at least 2 | with 1 sentence |  |
|  | sentences about | sentences about | about each. |  |
|  | each. | each. |  |  |

**Total Score \_\_\_\_\_\_\_\_**

**Maximum 100 Points**