

BUS-090.-01 00295
Principles of Marketing
Spring 2016
De Anza College
MW 4:00pm- 6:15pm
Location: ADM 102

CONTACT INFORMATION:

1. **Instructor:** Brian Bennett
2. **E-mail:** bennettbrian@fhda.edu (The instructor will answer messages in a timely manner.)
3. **Office Hours:** Monday 2:45pm-3:45pm; Office Location: Baldwin Winery (Basement)

REQUISITES: Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

COURSE DESCRIPTION: Fundamentals of marketing: product planning and development; pricing strategies; and marketing channels.

NUMBER OF UNITS: 5 unit course

STUDENT LEARNING OUTCOMES (SLOs): By the end of the course students are expected to:

1. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
2. Determine appropriate market segments and target markets and describe the major components of a fundamental model of consumer behavior.
3. Identify global forces external to the organization that affect marketing strategies.

Emphasis in the course is on key terminologies, critical analysis, strategic concepts and managerial decision-making in marketing as it is conducted today in world-class business firms.

COURSE REQUIREMENTS: This is a five unit course. Be prepared to spend 8 – 10 hours per week attending class, reading and studying the course material, and completing course related assignments. Students are required to have access to a computer with Internet capability for course material, textbook, homework assignments, and the term paper. Students must also have a Course Studio account and knowledge of how to log in and navigate the system. If the student is unable to obtain regular access to a computer, there are computer labs on campus for this purpose. Please contact me if assistance is needed.

REQUIRED PRIMARY TEXTBOOK: Required as of the first day of class.

Marketing Principles 4th Edition, by Lascu/Clow; ISBN: 1-930789-27-0

You may purchase either an ebook, PDF, or printed book from the publisher Textbook Media (<http://www.textbookmedia.com/Products/ViewProduct.aspx?id=3707>) or at the De Anza College book store. If you purchase an ebook, please read the instructions carefully on the website to make sure your device is compatible with the e-reader. The instructor strongly recommends the PDF version to avoid the occasional ebook server problems and **be sure to purchase the “4th” edition of the text.**

STUDENT RESPONSIBILITIES: By enrolling in this De Anza College course, you as the student agree to accept full responsibility to know the attendance policy, class participation, assignments, methods of evaluating course objectives, grading policy, and other classroom policies stated in this course syllabus. In some cases, policies that are introduced in this syllabus are referenced and described in greater detail at the Course Studio. Each of these policies that are part of this syllabus, or referenced in this syllabus, will be strictly enforced.

SUPPORTING REFERENCES (Examples): Wall Street Journal (wsj.com), Fortune (fortune.com), Hispanic Entrepreneur (hispanicentrepreneur.blogspot.com), and Advertising Age (adage.com).

METHODS OF INSTRUCTION: Lecture and visual aids; discussion of assigned textbook reading; discussion and problem solving performed in class; current event discussions of decision making in world-class business organizations; homework and extended projects; McDonalds, Inc. as the primary business example; in-class exploration of internet sites; examination review performed in class; collaborative learning and small group exercises; and, collaborative projects.

ASSIGNMENTS:

- A. Required Chapter Reading Assignments
- B. Chapter Quizzes
- C. Case Studies
- D. Midterms and Final Exam
- E. Directed Term Paper (Marketing Plan)
- F. Online Market Research and Recommended Reading on Relevant Topics or Selected Articles

GRADING POLICY: Grades will be based on the following distribution of 1,000 possible points:

Activities	Points
Participation	100 pts.
Chapter Quizzes	120 pts. (10 points per quiz, 12 chapters)
Case Studies	80 pts. (10 points per case, 8 cases)
Midterms	300 pts. (150 points per Midterm, 2 Midterms)
Term Paper	100 pts. (Marketing Plan)
Final Exam	300 pts.

Letter grades will be assigned to students based on their total course grade, which is calculated as the sum of the grading components (points), as described above. (Note, a “C-“ grade is not available.)

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	700-759	C
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

METHODS OF EVALUATING COURSE OBJECTIVES:

PARTICIPATION: Class participation is mandatory. Students are expected to complete the reading assignment(s) before each session meets; attend all class meetings prepared to discuss the topics in class; prepare questions for class meetings; and, be prepared to answer a question or questions during each class meeting. The “Participation” share of your grade will be based on your questions and/or other involvement in the classroom discussion.

CHAPTER QUIZZES: There will be 12 open-book, open notes, equally-weighted, chapter quizzes. The chapter quizzes will be completed in-class, turned in during each class session, and graded. Students will have either one or two quizzes per week. There are no “make-ups” for missed chapter quizzes.

MIDTERMS: Midterm exams that appraise comprehension and require synthesis and application of the course material from the assigned reading, as well as topics discussed in class, will be administered. Students are required to be in attendance on the scheduled day for each of the two in-class, equally-weighted, Midterm exams. The exams may include, but are not limited to, multiple choice, True/False, matching, short and/or medium answer questions. Both exams are closed book, and no crib sheets, cell phones, laptops, or iPads are allowed. You are allowed a writing instrument (No. 2 pencil(s)) and eraser.

CASE STUDIES: Retrospective case studies present realistic, complex, and contextually rich business situations (marketing issues or dilemmas) of a particular company or product. There will be 8 in-class, equally-weighted, case studies. The class will be broken-up into small groups to explore and discuss each relevant case. Each group will record the key facts of the case and analysis handwritten on a piece of paper; list the names of all group members; and, turn-in the paper to the instructor at the end of the case study discussion. After the students have discussed the case in their groups, each group will select one student to orally present their case notes to the class. Following the discussion, all groups will turn in their group note paper. Each group must submit their handwritten case notes, with the list of names legibly written for all group members, to receive credit. There are no make-ups for missed case studies.

DIRECTED TERM PAPER: The directed term paper is designed to give students an opportunity to think critically, research, analyze, apply marketing concepts, and write about the basic marketing elements (the four “P’s”), incorporating them into a coherent Marketing Plan. Each student must write a one-to-two page, six-paragraph Term Paper (Marketing Plan). The term paper must include one data table, chart, or graph, and should be written in Times New Roman font, font-size 12, and double-spaced. There is no extension for late term papers. Please see the Term Paper Grading Rubric posted in Course Studio. Also, posted in Course Studio are basic Turnitin.com instructions. In addition, please submit the Term paper (Marketing Plan) in Word or other text formats without the data table, chart, or graph to Turnitin.com. Then submit the paper copy of your Term Paper in-class, with the data table, chart, or graph, to the instructor to receive grades.

FINAL EXAM: A comprehensive Final exam that appraises comprehension and requires synthesis and application of the course material from the assigned reading, as well as topics discussed in class, will be administered. Students are required to be in attendance on the scheduled day for the in-class, Final exam. The exam may include, but are not limited to, multiple choice, matching, True/False, short and/or medium answer questions. The Final exam is closed book, and no crib sheets, cell phones, laptops, or iPads are allowed. You are allowed a writing instrument (No. 2 pencil(s)) and eraser.

Weeks	Reading Assignments	Tests & Assignments*
Week 1 Apr. 4 & Apr. 6	Chapter 1 – Scope and Concept of Marketing Chapter 2 – Marketing Environment	Self-Introduction Chapter quizzes – 1 & 2**
Week 2 Apr. 11 & Apr. 13 Apr. 17 Sun.	Chapter 4 – Consumer Behavior	Chapter quiz - 4 Case Study – <i>smart for two</i> ** Case Study - <i>Hispanic Market</i> <i>Last Day to Drop</i> ***
Week 3 Apr. 18 & Apr. 20	Chapter 6 – Marketing Segmentation	Chapter quizzes – 6 Case Study - <i>The World Vegas Style</i>
Week 4 Apr. 25 & Apr. 27	Chapter 7 – Market Research	Chapter quiz – 7 Midterm #1 April 27
Week 5 May 2 & May 4	Chapter 8 – Product Strategies	Chapter quiz - 8 Case Study - <i>The SUV Challenge</i> Term Paper Section 1 – “Product”
Week 6 May 9 & May 11	Chapter 12 – Pricing Strategy	Chapter quiz -12 Term Paper Section 2 – “Price”
Week 7 May 16 & May 18	Chapter 13 – Integrated Marketing Communications	Chapter quiz – 13 Case Study - <i>Exhibition Catalogs</i> Term Paper Section 3 – “Promotion”
Week 8 May 23 & May 25 May 27 Fri.	Chapter 14 — Advertising	Chapter quiz - 14 Case Study - <i>Reaching Women</i> Midterm #2 May 25 <i>Last Day to Withdraw</i> ***
Week 9 May 30	Holiday	Holiday***
Week 9 June 1	Chapter 10- Distribution	Chapter quiz – 10 Term Paper Section 4 – Distribution (“Place”)
Week 10 June 6 & June 8	Chapter 17 – International Marketing	Chapter quiz- 17 Case Study – <i>Euro Disney</i> Term Paper Due June 8
Week 11 June 13 & June 15	Chapter 18 – Internet Marketing	Chapter quiz - 18 Case Study - <i>Bluejly.com</i>
Week 12 June. 22	Final exam week	Final exam*** Wednesday 4:00pm – 6:00pm June 22

* See course page in “Course Studio” portal for other relevant documents and information.

** Chapter Quiz and Case Study assignments due in class MW.

*** Please see: <http://deanza.edu/calendar/> for additional detail.

CLASSROOM POLICIES: These policies are part of the syllabus and will be strictly enforced.

ATTENDANCE: Attendance is mandatory. Roll will be taken at the beginning of each class meeting. All students must attend the first class session of the quarter in order to remain enrolled in this course. If a student misses the first class during the first week, they will automatically be dropped. If a student has two recorded absences during the first two weeks they will be dropped from the class. In addition, if a student has four recorded absences during the first eight weeks they will be dropped from the course. Lastly, two tardies are considered one absence.

DROPPING the COURSE: It is your responsibility to Drop or Withdraw from this course. If you wish to take a "W" for the class, you must do so on or before the Withdrawal date. Note, Withdrawals (W's) can no longer be given by instructors past the Withdrawal deadline. Please refer to the academic calendar on: <http://deanza.edu/calendar/> for all official dates.

DISRUPTIVE CLASSROOM BEHAVIOR: Disruptive classroom behavior includes, but is not limited to, talking during the lecture, talking when it does not relate to the discussion topic, sleeping, reading other material (e.g. newspapers, magazines, textbooks from other classes), eating or drinking, electronic socializing (e.g. Facebook, Twitter, etc.), monopolizing discussion time, refusing to participate in classroom activities, leaving on cellular phones and pagers, and engaging in any other activity not related to the classroom activity. Students who engage in disruptive classroom behavior will be approached by the instructor and may be asked to leave. If a student is asked to leave the room, they will not be allowed back into the class until the student meets with the instructor before the next class meeting. The student may receive a lower participation grade or, if the disruptive behavior continues, students may be dropped from the course.

TECHNOLOGY in the CLASSROOM: Use of cell phones, tablets, laptops, etc. is prohibited during an exam. On non-exam days, laptops and tablet style computers are allowed but only for referencing the text and accessing Course Studio during open book Chapter Quizzes and Case Studies.

LEAVING THE CLASSROOM DURING A TEST: Restroom visits and other reasons for leaving the classroom during test or exams are not allowed. Arrangements for special cases, such as medical reasons, must be discussed with the instructor before a test starts.

INSTRUCTOR MOBILITY: During the lecture, open book quizzes, case studies, and/or tests, the instructor may walk around the room and closely observe the students. Please do not let this bother you.

OFFICE HOURS: The purpose of office hours is for students to have time outside of class to be able to talk to the instructor for various course related reasons. Examples include discussing a grade, absences, tests, assignments due, homework problem(s), or anything related to the student's standing in the course. All enrolled students are welcome to meet during office hours for course related issues.

GENERAL EXAM INFORMATION: Please bring your De Anza College student I.D. card to all exams. All student backpacks will be stored at the front of the classroom during all exams. Exams are usually given at the beginning of class and are timed. If you finish the exam early, before the end of the allowed time, bring both your test copy and Scantron to the instructor. When time has expired, the remaining students must put down their pencil and stop writing immediately.

MAKE-UP MIDTERM, FINAL EXAMS, QUIZZES, & CASE STUDIES: There will be no make-ups for Midterms or Final Exam. There will be no extensions for quizzes or case study assignments. If you have an excused absence and are unable to attend class on the day a quiz and/or case study assignment is due, you may submit your paper(s) to the instructor at the next class meeting. The Midterms and Final Exam must be taken during the scheduled time and in the assigned classroom.

ACADEMIC HONESTY: Communication of any kind during tests or exams between students or others is not allowed and is considered cheating. This includes any verbal, written, electronic, or other communication form. The Midterms and Final Exam are closed book, and no crib sheets, cell phones, laptops, iPads, candy or food items are allowed. You are allowed a writing instrument (No. 2 pencil(s)) and an eraser. All exams are to be the work of each individual student only. If a student has a question during an exam, they are only allowed to talk with the instructor. If a student is observed cheating on an exam by the instructor or proctor, they will receive a grade of zero on that exam and may be reported to the DeAnza College Administration. If a student is observed, heard, reported, or found cheating on the Final Exam, they will automatically receive a grade of “F” for the course.

ACCOMODATIONS: Students with learning disabilities are encouraged to make arrangements with De Anza College Disabled Student Services if you need extra time on the examinations. Students that are unsure whether they have a learning disability are encouraged to contact Disability Programs and Support Services as soon as possible to determine eligibility. Please submit your DSS form to the instructor if you need accommodations.

NEED HELP? Meet with tutors and attend workshops in the De Anza College Student Success Center: <http://www.deanza.edu/studentsuccess>.

ONLINE TUTORING (FREE): Online tutoring is available to all De Anza students! Just login to “MyPortal”, go to the “Students” tab, and find the Smarthinking link. You can work with a tutor live or post a question or piece of writing for a response. Hours of availability for the live tutors may vary based on the subject. For more information: <http://deanza.edu/studentsuccess/onlinetutoring.html>

MUTUAL RESPECT POLICY: De Anza College shall take all steps necessary to provide a positive educational and employment environment which encourages equal educational opportunities. The college will actively seek to educate staff and students on the deleterious effects of expressions of hatred or contempt based on race, color, national or ethnic origin, age, gender, religion, sexual orientation, marital status, or physical or mental disability; and will promote equality and mutual respect and understanding among all groups and individuals. Decisions regarding the discipline of employees will be made in accordance with applicable legal and contractual provisions and procedures, and may range from reprimand to dismissal. For further information, call Michele LeBleu-Burns, Dean of Student Development and EOPS, at 408.864.8828. See Board Policy 4110.

GRIEVANCE PROCEDURES: Student grievance procedures provide every student with a prompt and equitable means of seeking an appropriate remedy for any alleged violation of his or her rights. For a copy of the procedures, consult the college catalog or visit the office of the dean of Student Development and EOPS on the lower level of the Campus Center. Students may also contact Michele LeBleu-Burns, the dean of Student Development and EOPS, at 408.864.8828. For additional information, see the Student Handbook Student Grievance Procedures.

STUDENT RIGHTS and RESPONSIBILITIES (5500): Students at Foothill or De Anza College have guaranteed rights, and assume responsibilities, under applicable State and Federal law and regulations derived from these statutes. These rights and responsibilities include protection of freedom of expression and protection against improper evaluation in the classroom; access to, safe keeping, and confidentiality of records; rights of freedom of association, inquiry and expression; participation in student governance with corresponding responsibilities; and the exercise of the rights of citizenship off campus. Foothill and De Anza College have the responsibility to establish disciplinary proceedings and applicable penalties, within the law, for the violation of College rules and regulations. The colleges shall also establish procedures for grievances and complaints in order to provide a means for resolving alleged unfair or improper action by any member of the academic community. *See Administrative Procedures AP-5500.* California Education Code §76030 et. seq., 76120, 76210 et. seq. California Administrative Code, Title 5, § 54600, 59300 et. seq.

COURSE STUDIO CLASS HOMEPAGE: Please use Firefox as the recommended and supported browser for Course Studio assignments, lecture slides, instructor notes, and additional information. Google Chrome and other browsers have been reported to have problems with Course Studio features, such as not being able to submit a quiz/exam.

When the user name password dialog box appears on the screen, type in your user name and password. Your user name is your 8-digit De Anza College student ID, not your 9-digit social security number. Your password is your 8-digit birthdate using the format MMDDYYYY. For example, John Smith, a student with ID 10001234 and birthdate January 1, 1980, would log in as:

Username: 10001234

Password: 01011980

Do not contact the instructor for technical issues. Please see FAQ on Course Studio course homepage regarding questions if you need help. Most important, there are technical specialists in De Anza College at 408.864.8324 to support you for technical questions and issues at: <http://etshelp.deanza.edu/>. Or see the Group and Course Studio channel on the Home Tab for more information about the program or visit: http://etshelp.deanza.edu/call_center/coursestudio.

You must be courteous and respectful to your classmates' postings. No inappropriate language is allowed even if you disagree with a posting. Any violation will be referred to De Anza College for appropriate actions. If you added the class, you need to wait at least 24 hours to be activated on Course Studio by De Anza.

TURNITIN.COM: “Turnitin.com” is a website which checks billions of documents, both academic and non-academic, for sentences that were copied onto your paper. No grades will be given without submission to Turnitin.com. All papers *must be in your own words*. If you must copy any sentences, charts, graphs, and tables copied from a website, you must cite in APA, Chicago, or MLA format. Please submit your term paper without any tables, charts, or graphs to Turnitin.com. (The term paper submitted to the instructor will include the mandatory table, chart, or graph.)

If you do not have a Turnitin.com account, the instructor will direct you to someone that can help you set one up. Please make sure the email account you provided to De Anza College is up to date. Once the instructor submits your email account to Turnitin.com, you will receive an email from the Turnitin website containing your personal password. It is your responsibility to record and remember your password, as Turnitin.com does not provide your password to the instructor. If you already have an account with Turnitin.com from another class, you may continue to use the same account/password for this class as long as the email account is the same as the one you provided to De Anza College. To learn how to submit a paper on Turnitin.com, go to: http://turnitin.com/en_us/training/student-training/submitted-a-paper.

Never copy any sentences from another student's paper, regardless of citations. Any paper with sentences copied from another De Anza College student (current or prior students) or students from another college as determined by Turnitin.com, will be viewed as plagiarism and will be immediately referred to De Anza College's Dean of EOPS & Student Development for actions.

No grades will be registered in the official grade book until your paper is submitted to Turnitin.com prior by the due date and within 20% originality check as determined by Turnitin.com even if you included citations. Go to http://turnitin.com/en_us/training/student-training/about-originality-check and http://turnitin.com/en_us/training/student-training/viewing-originality-reports to learn more about Turnitin.com. If a document is submitted to Catalyst but not Turnitin.com, the grades in Catalyst will be nullified. File submitted to Turnitin.com must be either ".doc", ".docx", ".txt" or ".rtf". Submission of PDF, jpeg or other image file is invalid. The instructor will grade based on the text file submitted to Turnitin.com.

SCANTRON TEST SHEET INSTRUCTIONS:

1. Each student must bring their own Scantron Test Sheets to the Midterm(s) and Final Exam. Scantron Test Sheets can be purchased at the De Anza College bookstore. The instructor will not provide Scantron Test Sheets.
2. **ALL SCANTRON SHEETS NEEDS TO BE WRITTEN AND FILLED OUT WITH A No. 2 PENCIL.**
3. Scantron sheets filled out in pen will **not be** marked and the student will receive a zero on the test.
4. Please include your initials (e.g., Tracey Carter – T. C.), course name and date at the bottom of the Scantron sheet.
5. On the bottom right hand side of the Scantron sheet you will find a section to include your student ID number. This ID number will be same as the number you place on your exam booklet.
 - Please write out your De Anza College student ID number.
 - Then fill in the corresponding numbers in the bubbles.
6. All questions need to be answered on the Scantron sheet. If the answers are not on the Scantron sheet then they will be not marked.
7. Please ensure that when you are selecting your answers on the Scantron sheet that the entire bubble is filled in. Your answers will not be remarked.
8. If you change your answer please make sure that you erase your answer fully. Two or more answers for one question will be counted as incorrect even if one of the answers is the right one.
9. Fully erase any stray marks on the Scantron answer sheet.
10. Do not fold, bend, tear or otherwise damage the Scantron answer sheet.
11. After you have completed the test, review each question and Scantron mark on the answer sheet, to confirm your “marks” are the responses you want as answers.

SAMPLE TERM PAPER OUTLINE: Marketing Plan Outline Illustration

The following summary outline is intended to help you get started on your term paper. It is envisioned that the illustration will provide a broad or general direction for your Marketing Plan effort. Therefore, do not interpret the outline below as comprehensive or sufficient to meet the needs of the assignment. It is recommended each paragraph be at least four to six sentences. Also, the paper must include one data table, chart, or graph. You will choose the company for the paper.

Paragraph #1: Introductory Paragraph - Broadly introduce the opportunity you seek to exploit. Outline your strategy for implementing your marketing plan. Generally, explain the unmet need that you have recognized that serves as the inspiration your product innovation (customer benefit). Your thesis statement may include the “four P’s” specific to your product.

Paragraph #2: Product – What product or service do you offer? Describe in detail your product in service. Explain how your product will be different than existing competition if the market, product, or service already exists. Does packaging matter?

Paragraph #3: Price – How will you price your product? Will price your product targeting lower anticipating high volume? Will price your product targeting higher anticipating lower volume? Why are you choosing this pricing scheme versus the alternatives? Perhaps, use a table to display price plan and anticipated product unit sales?

Paragraph #4: Promotion – How will people find out about you and your product. How will the buyer be made aware of your product? How will you induce the customer to buy your product? Direct mail? Television advertising? On-line advertising? Telemarketing sales effort? Field sales force? Perhaps, consider using a chart to display percent distribution of promotion plans over the next three to five-years?

Paragraph #5: Place (Distribution) - How and where will you sell your product or service. How do your customers buy? Where do your customers buy? Where are customers located geographically? Which channel will you use (Direct? Wholesaler? Retailer?) How will you deliver the product?

Paragraph #6: Concluding Paragraph - Integrate the four components of your marketing plan. State how these four components will be brought to together on order to allow you to achieve your business goal with this product or service. Restate what is the customer benefit and how the unmet need is fulfilled. What motivates your customer to buy your marketing mix; Price? Product? Promotion? Or convenience? Status? Service?

Recommended quality review checklist: After you have written your paper, the next step is to refine the document. Does your term paper make sense? Is your term paper coherent? Did you include one data table, chart, or graph in the paper? Have you re-read your paper? Have you read the Term Paper Grading Rubric?

De Anza College Grading Rubric for BUS-90 Term Paper (Marketing Plan)

	The “A” paper	The “B” paper	The “C” paper	The “D” paper	The “F” paper
Ideas	Excels in responding to assignment. Interesting, demonstrates sophistication of thought. Central idea/thesis is clearly communicated, worth developing; limited enough to be manageable. Paper recognizes some complexity of its thesis: may acknowledge its contradictions, qualifications, or limits and follow out their logical implications. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid paper, responding appropriately to assignment. Clearly states a thesis/central idea, but may have minor lapses in development. Begins to acknowledge the complexity of central idea and the possibility of other points of view. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, not always successfully.	Adequate but weaker and less effective, possibly responding less well to assignment. Presents central idea in general terms, often depending on platitudes or clichés. Usually does not acknowledge other views. Shows basic comprehension of sources, perhaps with lapses in understanding. If it defines terms, often depends on dictionary definitions.	Does not have a clear central idea or does not respond appropriately to the assignment. Thesis may be too vague or obvious to be developed effectively. Paper may misunderstand sources.	Does not respond to the assignment, lacks a thesis or central idea, and may neglect to use sources where necessary.
Organization & coherence	Uses a logical structure appropriate to paper's subject, purpose, audience, thesis, and disciplinary field. Sophisticated transitional sentences often develop one idea from the previous one or identify their logical relations. It guides the reader through the chain of reasoning or progression of ideas.	Shows a logical progression of ideas and uses fairly sophisticated transitional devices; e.g., may move from least to more important idea. Some logical links may be faulty, but each paragraph clearly relates to paper's central idea.	May list ideas or arrange them randomly rather than using any evident logical structure. May use transitions, but they are likely to be sequential (first, second, third) rather than logic-based. While each paragraph may relate to central idea, logic is not always clear. Paragraphs have topic sentences but may be overly general, and arrangement of sentences within paragraphs may lack coherence.	May have random organization, lacking internal paragraph coherence and using few or inappropriate transitions. Paragraphs may lack topic sentences or main ideas, or may be too general or too specific to be effective. Paragraphs may not all relate to paper's thesis.	No appreciable organization; lacks transitions and coherence.
Support	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince .	Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.	Depends on clichés or overgeneralizations for support, or offers little evidence of any kind. May be personal narrative rather than essay, or summary rather than analysis.	Uses irrelevant details or lacks supporting evidence entirely. May be unduly brief.
Style	Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's audience and purpose. Sentences are varied, yet clearly structured and carefully focused, not long and rambling.	Generally uses words accurately and effectively, but may sometimes be too general. Sentences generally clear, well structured, and focused, though some may be awkward or ineffective.	Uses relatively vague and general words, may use some inappropriate language. Sentence structure generally correct, but sentences may be wordy, unfocused, repetitive, or confusing.	May be too vague and abstract, or very personal and specific. Usually contains several awkward or ungrammatical sentences; sentence structure is simple or monotonous.	Usually contains many awkward sentences, misuses words, employs inappropriate language.
Mechanics	Almost entirely free of spelling, punctuation, and grammatical errors.	May contain a few errors, which may annoy the reader but not impede understanding.	Usually contains several mechanical errors, which may temporarily confuse the reader but not impede the overall understanding.	Usually contains either many mechanical errors or a few important errors that block the reader's understanding and ability to see connections between thoughts.	Usually contains so many mechanical errors that it is impossible for the reader to follow the thinking from sentence to sentence.