**Rubric for Case Analysis**

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| **Criteria** | **Excellent** |
| **Identification of Problems/Issues** | Clearly identifies problems/issues. The problems/issues are prioritized, differentiating those that are important from those that are routine. Relationships among the problems are identified, with the underlying, primary or key problem/issue clearly designated.  /20 |
| **Identification and Analysis of Strategic Alternative Actions** | Clearly identifies several strategic alternative actions that can be taken to address problems/issues. The list of alternatives is complete, providing clear reasoning for inclusion as an alternative action. Each strategic alternative clearly represents a broad strategic direction. Analysis of alternative actions is detailed. Any necessary assumptions are stated and justified. The analysis appropriately incorporates strategic marketing management concepts and financial analysis. The likely benefits/disadvantages of each action are clearly identified and supported by the analysis.  /30 |

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| **Recommendation** | A clear action plan is given, logically derived from alternative analysis, that provides optimal solution for identified problems/issues and that makes sense; the recommendation is based on only one of the strategic alternative actions. Assumptions, caveats, ongoing considerations concerning recommendation are provided.  /20 |
| **Organization**  **(includes organization, integration, grammar, appendices)** | Written work is well organized and easy to understand. There is a brief introduction. Sections of case analysis are marked with appropriate headings. There are page numbers. The work has been thoroughly spell-checked and proofread. There are none to almost none grammatical or spelling errors. There are no formatting errors.  /10 |
| **Final Comments:**  **/80** | |