**MARKING RUBRIC**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Marking Criteria** | **Demonstrated (25%)** | **Developing (50%)** | **Achieved (75%)** | **Exemplary (100%)** | **FEED BACK** |
| Introduction of Research  Project  Brief literature review relevant to research project (10) | Literature review provided with limited detail, lacked relevance  to research project or not scientifically supported. | A good attempt at a literature review mostly relevant to the research project provide. No critical appraisals of key articles provided. | Mostly concise and clear literature review relevant to the research project provided. Key relevant articles identified with an attempt to critically appraise them. | Concise and clear literature review relevant to the research project provided that includes brief critical appraisals of key articles. | Clear and concise literature review. However - no critical appraisal of papers included. This about possible bias within the papers you've discussed. |
| Introduction of Research  Project Identification of appropriate research gap  or significance (10) | Research gap or significance not relevant to research project. | Attempted identification of the research gap or significance of the research project or research  gap/significance not supported by literature review. | Identification of the research gap or significance of the research project that is somewhat supported by the literature review. | Succinct and clear identification of the research gap or significance of the research project that is supported by the literature review. | The research gap is not clearly articulated. Explicitly say what the gap is that you're addressing. |
| Introduction of Research  Project  Identification of relevant research aim(s) (10) | Research aim not relevant to research project. | Identification of research aim somewhat relevant to the research project. | Relevant and somewhat realistic project aim identified that is relevant to the research project. | Clear and relevant description of project aim relevant and realistic to the research project described in a succinct manner. | How will you evaluate marketing decisions? Research aim is much wider than the research project. |
| Approach Identification of appropriate study design (10) | Study design identified is inappropriate to the research project. | Study design identified is appropriate to research topic with no rationale provided. | Study design identified is appropriate to research topic with an attempt to provide relevant rationale. | Study design identified is appropriate to research topic with relevant rationale provided in a clear and succinct summary. |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Approach  Summary of research methodology (10) | Research methodology not realistic or relevant to research project. | Research methodology provided unclear or with significant gaps in information. | Summary of research methodology provided with some information missing or presented in a way that lacks flow and cohesiveness. | Concise summary of research methodology provided including study sample information (if relevant), ethics information, outcome measures and data collection methods described in a clear and logical manner. | Methodology lacked some flow in presentation. |
| Approach Appropriate identification and  description of intended  analyses (5) | Intended data analyses inappropriately identified. | Appropriate  identification of intended data analyses with inappropriate or non- relevant description. | Appropriate  identification of intended data analyses with minor errors in its description. | Appropriate identification and description of intended data analyses presented in a clear and succinct manner that is easy to understand. | Good intended analysis. Investigate how an ANOVA is used. Also describe your correlation matrix in more detail to provide some clarity on what variables with be tested in the correlations. And how they will be grouped. |
| Approach  Project timeline included in the form of a Gantt chart (5) | Project timeline included with unrealistic timeframe or irrelevant task breakdown. | Project timeline included. | Project timeline included with mostly appropriate breakdown of project related tasks. | Clear and realistic timeline provided in the form of a Gantt chart with appropriate breakdown of project related tasks. | Well done. You may want to include more weeks for your research report writing. And include some data cleaning/preparation time. |
| Expected Outcomes and  Impact  Appropriate and relevant hypothesis stated (10) | Hypothesis included but not relevant to research project. | Hypothesis relevant to research project included but not aligned with  study design. | Hypothesis stated is appropriate and relevant to the research project. | Hypothesis stated is appropriate and relevant to the research project and described in a clear and succinct manner. |  |
| Expected Outcomes and  Impact  Summary of research impact or practical implications (10) | Research impact or practical implications not realistic or relevant to the project. **0** | Research impact and practical applications included but not related to research gap. | Research impact related to research gap with somewhat practical applications included. | Summary of research impact described in a clear and succinct manner, linking in with the research gap with practical applications. |  |
| Referencing  In-text citation use according to APA 7 referencing style (5) | Incorrect in-text citations used. | Few statements are cited with in-text citation according to APA 7 referencing style or statements cited with multiple errors. | Statements are cited inconsistently with intext citation according to APA  7 referencing style with minor errors. | Each statement was correctly and consistently cited with in-text citation according to APA 7 referencing style. |  |
| Referencing  Bibliography included in correct APA 7 referencing style (5) | Incorrect referencing style used or insufficient peer-reviewed literature used. | Final reference list included with APA 7 reference style with multiple errors. | Final reference list included with APA 7 reference style with minor errors. | Final reference list included in correct APA 7 referencing style. |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Clarity and Presentation Inclusion of cover page (2) | Inclusion of cover page with more than three pieces of missing information. | Inclusion of cover page with less than two pieces of missing information. | Inclusion of cover page with less than one piece of missing information. | Inclusion of cover page with student ID, subject code, date of submission and word count. | Does not include word count |
| Clarity and Presentation Scientific expression and presentation (2) | Report written in non scientific style. | Good skills in clarity of scientific expression and presentation with minor errors. | Well-developed skills in clarity of scientific expression and presentation. | Highly developed skills in clarity of scientific expression and presentation. |  |
| Clarity and Presentation Information organisation and presentation (2) | Information lacks organisation and difficult to follow. | Information is poorly organised and presented. | Information is organised and presented in an easy to read manner, at times can be more concise. | Information is well organised and presented in a cohesive and concise manner. | Information was organised in an appropriate manner. |
| Clarity and Presentation  Spelling and grammar (2) | Numerous spelling and grammatical errors. | Some spelling and grammatical errors. | Spelling or grammatical errors are rare. | No spelling or grammatical errors. | Overall well done. Some small grammatical and spelling errors. |
| Clarity and Presentation  Word limit (2) | Word limit exceeded by over 10% with no word count stated. | Word limit exceeded by over 10% with word count provided. | Word limit adhere to without word count stated. | Word limit adhered to within +/-10% with word count provided. | No word count on cover page - word count exceeded 1100. |