|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Strong** | **Adequate** | **Incomplete** |
| **Overall personal response**  | * Provided examples to support your personal responses
 |  | * Examples were not provided or were insufficient
 |
| **Overall critique** | * Thoughtful reactions & opinions in response to issues in the book
* Relates reactions to marketing & business concepts using specific examples
 | * Consists of a ***basic*** response / reaction to issues in the book
* Some weak examples
 | * Incomplete
 |
| **Summary** | * Uses details to discuss themes, ideas & book thesis
* Obvious that you have read the book
 | * General summary
* Some discussion of book themes & ideas

 * Does not show that you read the book
* May have read parts of the book
 | * Incomplete
 |
| **Implications response** | * Current issues are used in responses
* Makes predictions or brings up issues that may pose a future problem or solution
 | * Response draws upon general facts
* May have provided a general response about implications.
 | * Incomplete
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