|  |  |  |  |
| --- | --- | --- | --- |
| **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 |