

Group members: _____

Criteria	Max. points	Points and comments
<p>Structure and content</p> <ul style="list-style-type: none">● Clear introduction<ul style="list-style-type: none">○ Who hired your firm?○ What problem was the firm trying to solve?○ Given the problem, what is the research question you formulated?● Body - development of main idea<ul style="list-style-type: none">○ What secondary research did you conduct? Was it qualitative/quantitative? What were the main findings in relation to your research question?○ What primary research did you conduct? Was it quantitative/qualitative? What were the main findings in relation to your research question?● Conclusion<ul style="list-style-type: none">○ What picture do the overall results provide so that you can answer your research question?○ What operative recommendations do you have for your customer?○ What further research might need to be done?	55	

Professional writing <ul style="list-style-type: none">● Points covered in a logical order● Used signaling language (markers)● Used professional vocabulary	15	
Language <ul style="list-style-type: none">● Correct use of tenses● Correct use of prepositions● Other	15	
Overall presentation <ul style="list-style-type: none">● Correct spelling● Correct capitalization● Correct paragraphing● Other	15	

Comments:

Grade for everyone in the group: _____