Group members: _____ _____ _____

Criteria	Max. points	Points and comments
Structure and content ● Clear introduction ○ 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 ○ 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 ○ 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 ● Points covered in a logical order ● Used signaling language (markers) ● Used professional vocabulary	15	
Language ● Correct use of tenses ● Correct use of prepositions ● Other	15	
Overall presentation ● Correct spelling ● Correct capitalization ● Correct paragraphing ● Other	15	

Comments:

Grade for everyone in the group: _____