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| **“Facebook” Case** | Comments | Points Possible | Points Earned |
| 1. Short paragraph describing one major challenge that Facebook must overcome to increase their monthly users toward 4 billion persons. | *1 point: specific challenge and description*  *1 point: specific solution that will substantially increase Facebook users toward the 4 billion persons*  *1 point: quantify the number of users that this solution will increase Facebook’s userbase in a quantified number of years.* | 3.0 |  |
| 1. Short paragraph 2 describing one major challenge that Facebook must overcome to increase their monthly users toward 4 billion persons. | *1 point: specific challenge and description*  *1 point: specific solution that will substantially increase Facebook users toward the 4 billion persons*  *1 point: quantify the number of users that this solution will increase Facebook’s userbase in a quantified number of years.* | 3.0 |  |
| 1. Short paragraph 3 describing one major challenge that Facebook must overcome to increase their monthly users toward 4 billion persons. | *1 point: specific challenge and description*  *1 point: specific solution that will substantially increase Facebook users toward the 4 billion persons*  *1 point: quantify the number of users that this solution will increase Facebook’s userbase in a quantified number of years.* | 3.0 |  |
| 1. Answer using professional English language, grammar, style, and referencing. | *Correct spelling & grammar.*  *Professional writing style.*  *References* | 1.0 |  |
| Total |  | 10 |  |
| Highlight in Yellow | Errors in grammar, spelling or style | | |
| Highlight in Red | Errors in fact or logic | | |
| Highlight in Green | Excellent point of logic or insight | | |