***Content***

**Expectations and Marking Guide**

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| --- | --- | --- | --- | --- |
|  | A | B | C | D/F |
| IDENTIFICATION OF PROBLEM(S) | * Correctly identified all problems/issues * Clearly identified decisions to be made | * Did not correctly identify primary problem/issue * Correctly identified most problems/issues | * Attempted to identify problems/issues but logic unclear * Missed several issues in case | * Weak understanding of the issues in the case |
| ANALYSIS | * Used theory where applicable to analyze situation * Analysis showed understanding of implications | * attempted to use theory but not always appropriately * missing some key implications | * did not attempt to use theory, or used inappropriately * weak understanding of implications | * no analysis, just rehash of facts in case |
| DECISION CRITERIA | * criteria indicated what decisions must accomplish | * some key criteria missing | * weak understanding of decision criteria | * limited or no understanding of what decision criteria are |
| ALTERNATIVES | * provided reasonable and realistic range of alternatives, including those in case * each alternative approach dealt with all problems/issues * solid analysis of each according to decision criteria * solidly justified decision on each | * provide reasonable range of alternatives, but not all realistic * alternatives are not approaches that deal with all issues * adequate analysis of each according to decision criteria * adequately justified decision on each | * limited range of alternatives * alternatives do not deal with all problems/issues * alternatives analyzed but not according to decision criteria * weak justification of decisions | * only alternatives in case analyzed, missing obvious alternatives, and/pr alternatives unrealistic * weak analysis of alternatives * inadequate or no justification of decisions, or no decisions made on alternatives |
| DECISION(S)/  RECOMMENDATIONS | * made best decisions in light of analysis * effectively addressed all problems/issues * decisions are realistic | * made reasonable decisions in light of analysis * adequately addressed all problems/issues | * decisions don’t flow logically from analysis * did not deal with all problems/issues * decisions not realistic | * made inappropriate decisions in light of analysis |
| IMPLEMENTATION | * thorough-outlined what, when, where, by whom, why and how * considered implications, decision criteria, and potential problems * included realistic contingency plan | * not completely through-missing some key points and/or no time frame * implementation does not deal with all implications identified in analysis and/or decision criteria * included adequate contingency plan | * weak follow-through, missing several key points * inappropriate or unrealistic contingency plan | * inadequate implementation * implications not addressed-more what than how * no contingency plan |

***Style***

**Expectations and Marking Guide**

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| --- | --- | --- | --- | --- |
|  | A | B | C | D/F |
| ORGANIZATION/  STRUCTURE | * clear and logical structure * appropriate order * used space creatively * effective headings * appropriate length | * relatively clear and logical structure * inappropriate order * did not use high information headings * went over page limits | * structure unclear * went well over page limits * ineffective headings- long and/or not parallel | * no logical structure * very weak headings * did not appear to follow informal report guidelines |
| READABILITY | * written clearly and concisely * written objectively * used simple language * properly focused * effective use of vertical lists * appropriate use of illustrations where necessary | * relatively clear and concise * assumptions unclear * used some wordy language, not specific * vertical lists did not use parallel phrasing * illustrations not integrated into text or referred to | * not clearly nor concisely written * opinions unsubstantiated * lots of wordy and/or inappropriate (subjective) language * central message unclear * inappropriate use of vertical lists * illustrations unclean | * very difficult to follow-had to reread parts * used unprofessional language |
| PARAGRAPH,  STRUCTURE & EDITING | * paragraphs organized around one idea only and linked to each other * avoided sentence fragments and run-on sentences * appropriate grammar and punctuation | * some weak paragraph and sentence structure * some inappropriate grammar and punctuation * spelling errors-zero tolerance | * weak paragraph and/or sentence structure throughout * inappropriate grammar and punctuation used throughout | * poorly written –needs to be edited * recommend making appointment at Writing Centre * many spelling errors |

**Note: You are also required to answer the questions at the end of the case which also has its own marks.**