

## SWOT Analysis

Teacher Name: Sam Dowd

Student Name: \_\_\_\_\_

| CATEGORY             | 4- Advanced  | 3- Proficient   | 2- Needs Improvement  | 1- Warning/Failing  |
|----------------------|--|---|---|---|
| Analysis             | SWOT Analysis contains more than 4 points for each quadrant. A sentence is provided for each point explaining their inclusion.   | SWOT Analysis contains 4 points for each quadrant. A sentence is provided for each point explaining their inclusion. There are less than two data-linked points per quadrant.                                     | SWOT Analysis contains less than 4 points for each quadrant. A sentence may or may not be provided for each point explaining their inclusion. There are less than two data-linked points per                                | SWOT Analysis contains less than 4 points for each segment. Only a few or no sentences are provided for each point explaining their inclusion. There are no data-linked points. |
| Requirements         | All requirements are met and exceeded.   | All requirements are met.   | One requirement was not completely met.   | More than one requirement was not completely met.   |
| Spelling and Grammar | SWOT analysis has no misspellings or grammatical errors.   | Presentation has 1-2 misspellings, but no grammatical errors.   | Presentation has 1-2 grammatical errors but no misspellings.  | Presentation has more than 2 grammatical and/or spelling errors.  |
| Introduction         | An introduction to the company is presented in a clear and concise manner. The introduction provides insight into the company.   | An introduction to the company is presented in a somewhat clear and concise manner.   | There is no Introduction.   | There is no Introduction.   |
| Recommendations      | There are three recommendations included in the assignment. The recommendations are made based on findings from the SWOT Analysis. They are presented in a clear, and professional manner. | There are three recommendations included in the assignment. The recommendations are NOT clearly associated with findings from the SWOT Analysis. They are presented in a somewhat clear, and professional manner. | There are less than three recommendations included in the assignment. The recommendations are NOT clearly associated with findings from the SWOT Analysis. They are presented in a somewhat clear, and professional manner. | There are no recommendations.   |
| Content - Accuracy   | All content throughout the SWOT analysis is accurate. There are no factual errors.   | Most of the content is accurate but there is one piece of information that might be inaccurate.   | The content is generally accurate, but one piece of information is clearly flawed or inaccurate.  | Content is typically confusing or contains more than one factual error.   |

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