

Dodge College of Film and Media Arts
B.A. in Public Relations and Advertising

Evaluation Rubric: CASE STUDY CRITICAL THINKING

Sample # _____ Total Score _____

Criteria	Needs improvement	Acceptable	Excellent
1. Thesis Statement: Are the main issues properly framed, primary stakeholders identified, ethical challenges raised bringing clarity and focus to the analysis?	Thesis is vague, ill-defined, and/or lacks an understanding of the key issues and players 1 2 3	The thesis is generally clear, most stakeholders identified, and the underlying issues identified 4 5 6 7	Thesis clearly frames the underlying issues, identifies the dominant stakeholders and their agendas and brings focus to the discussion, and compels the reader 8 9 10
2. Research: Are a wide range of sources called upon to represent the diverse viewpoints and agendas about the case? Is it properly annotated?	Research is inadequate, superficial, and lacking vital viewpoints 1 2 3	Research is satisfactory, a range of sources is offered but feels incomplete. Annotation is satisfactory 4 5 6 7	Research was exhaustive, representing a wide array of sources and opinions. Obscure yet valuable sources we discovered. Annotation was exceptional. 8 9 10
3. Context: Does the analysis consider economic, political, persuasive, technological, industry, and social factors	Provides little or superficial contextual background and overlooks important external factors 1 2 3	Mostly relevant coverage of external factors but may be inconsistent or lacking a clear context. 4 5 6 7	Analysis presents a compelling backstory that weaves together into a cogent narrative the social, economic, technological, industry, and political factors affecting the case. 8 9 10
4. Mechanics: Is the analysis well written, proofed, and grammatically correct giving evidence of thoughtful presentation?	Too many grammatical, spelling, and mechanical errors giving evidence of haphazard proofreading and inattention to form 1 2 3	Acceptable level of writing, mechanics are satisfactory, but is not flawless 4 5 6 7	Superb and thoughtful. Virtually error-free. Formatting, spelling, mechanics give evidence of meticulous attention to detail. 8 9 10
5. Ethical Inquiry Does the analysis take into consideration the ethical components of the case identifying the ethical or societal standards by which they are determined	Little or no attention was paid to the ethical considerations of the case or were cynically dismissed 1 2 3	Ethical issues were introduced and discussed to an acceptable level but some considerations may have been overlooked or dismissed in terms of their impact 4 5 6 7	Intelligent and compelling discussion of ethical issues of the case, thoroughly presenting the sides of each issue and the ethical or societal standards by which they're being analyzed 8 9 10
6. Evaluation and Recommendations The analysis identifies and prioritizes the issues of the case and offers appropriate recommendations	Incomplete or shallow understanding of what the case is about leading to misguided or incomplete recommendations 1 2 3	Satisfactory critique of the key issues resulting in acceptable recommendations, but occasionally inconsistent or incomplete 4 5 6 7	Evaluation was logical, thorough, and compelling. Recommendations flowed organically out of evaluation. 8 9 10

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