

Unit 8 Assignment Grading Rubric

Unit 8 Assignment Grading Rubric Criteria:	Percent Possible	Points Possible	Points Earned
Content per Checklist	100%	70	
Answer provides complete information demonstrating analysis and critical thinking:	80%		
Applying the concepts addressed in the branding activity, provides a personal branding statement and explains how it will use be used to leverage career success.		20	
Describes the on-going networking that will be done in order to continue to develop the personal brand.		16	
Identifies a potential mentor who might be able to help him/her achieve career goals. Explains why the person would be an effective mentor.		20	
Subtotal:	80%	56	
Uses correct spelling and grammar in a minimum 2-page (500-word) APA formatted essay with an additional title page.		14	
Your Score:	Percent Possible: 100%	Points Possible: 70	Total Points Earned: