

Unit 2 Journal Rubric: Competitive Advantage and the Value Chain

Grading Criteria	Possible points	Earned points
Described an example of a company or organization where the focus is on customer delight and long-term impact on the brand's competitive advantage.	25	
Explained why you chose this example and how it impacts you personally.	5	
Content consisted of a minimum of three paragraphs with at least four sentences per paragraph. The submission was concise, well-written, and demonstrated a thorough understanding of the content.	5	
Total Points	35	