| **Unit 7 Assignment Grading Rubric** | **Percent Possible** | **Points Possible** | **Points Earned** |
| --- | --- | --- | --- |
| **Criteria:** | **100%** | **45** |  |
| Specific Objectives: Correctly responds to the Assignment Checklist items addressing the assigned case study (80%) and demonstrates analysis and critical thinking: | 80% |  |  |
| * Explains what tactic was used to gain Sarah’s commitment to the idea and whether he/she agrees that this was appropriate? |  | 8 |  |
| * Describes three other methods he/she could have used to gain Sarah’s commitment. |  | 8 |  |
| * Analyzes what he/she read of the negotiation. |  | 10 |  |
| * Analyzes Sean’s performance in selling benefits and not just features. * Describes how Sean responded to objections and attempted to gain commitment at the right time. |  | 5  5 |  |
| **Subtotal:** |  | **36** |  |
| **Writing Style, Grammar, APA (20%)** |  |  |  |
| Grammar and spelling are correct. |  | 4 |  |
| Submits a 500-word response in APA format with an additional title and reference page. |  | 5 |  |
| **Subtotal:** | 20% | **9** |  |
| **Total Assignment Score:** | **100%** | **Total Points Possible: 45** | **Total Points Earned:** |