



Rubric Title: GB513 Unit 6 Assignment Rubric

Assignment Criteria	Level III	Level II	Level I	Not Present
Criterion 1 (20%)	Level III Max Points: 50	Level II Max Points: 42.5	Level I Max Points: 35	Not Present
<p>Evaluates the network's position with respect to the competition</p>	<p>Meets all criteria:</p> <ul style="list-style-type: none"> • Bar chart shows the correct average rating for all three networks, • Provides the correct table showing the descriptive statistics for the ratings of the three networks, • Evaluates each of the metrics in the descriptive statistics and assesses network's performance, • Excel file shows work that demonstrates an understanding of the concepts and solution steps 	<p>Meets three criteria:</p> <ul style="list-style-type: none"> • Bar chart shows the correct average rating for all three networks, • Provides the correct table showing the descriptive statistics for the ratings of the three networks, • Evaluates each of the metrics in the descriptive statistics and assesses network's performance, • Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	<p>Meets two criteria:</p> <ul style="list-style-type: none"> • Bar chart shows the correct average rating for all three networks, • Provides the correct table showing the descriptive statistics for the ratings of the three networks, • Evaluates each of the metrics in the descriptive statistics and assesses network's performance, • Excel file shows work that demonstrates an understanding of the concepts and solution steps 	<p>Meets less than two criteria.</p>
Criterion 2 (20%)	Level III Max Points: 50	Level II Max Points: 42.5	Level I Max Points: 35	Not Present

Assignment Criteria	Level III	Level II	Level I	Not Present
Analyzes network's performance over time	Meets all criteria: <ul style="list-style-type: none"> ● Constructs the correct line graph using the calculated average monthly ratings of CBC for the year ● Calculates the correct r-squared and the trendline formulas ● Evaluates whether the forecast methods can be used to project ratings and how accurate the forecast can be expected to be. ● Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	Meets three criteria: <ul style="list-style-type: none"> ● Constructs the correct line graph using the calculated average monthly ratings of CBC for the year ● Calculates the correct r-squared and the trendline formulas ● Evaluates whether the forecast methods can be used to project ratings and how accurate the forecast can be expected to be. ● Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	Meets two criteria: <ul style="list-style-type: none"> ● Constructs the correct line graph using the calculated average monthly ratings of CBC for the year ● Calculates the correct r-squared and the trendline formulas ● Evaluates whether the forecast methods can be used to project ratings and how accurate the forecast can be expected to be. ● Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	Meets less than two criteria.
Criterion 3 (20%)	Level III Max Points: 50	Level II Max Points: 42.5	Level I Max Points: 35	Not Present
Evaluates the difference in ratings of shows with and without stars	Meets all criteria: <ul style="list-style-type: none"> ● Provides the correct null and alternative hypotheses stated in full sentences ● Calculates accurate hypothesis test results ● Provides the correct recommendation 	Meets three criteria: <ul style="list-style-type: none"> ● Provides the correct null and alternative hypotheses stated in full sentences ● Calculates accurate hypothesis test results ● Provides the correct recommendation and 	Meets two criteria: <ul style="list-style-type: none"> ● Provides the correct null and alternative hypotheses stated in full sentences ● Calculates accurate hypothesis test results ● Provides the correct recommendation and 	Meets less than two criteria.

Assignment Criteria	Level III	Level II	Level I	Not Present
	and justification for whether CBC should hire stars <ul style="list-style-type: none"> ● Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	justification for whether CBC should hire stars <ul style="list-style-type: none"> ● Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	justification for whether CBC should hire stars <ul style="list-style-type: none"> ● Excel file shows work that demonstrates an understanding of the concepts and solution steps. 	
Criterion 4 (20%)	Level III Max Points: 50	Level II Max Points: 42.5	Level I Max Points: 35	Not Present
Evaluates the contribution of fact-based shows and stars on ratings	Meets all criteria <ul style="list-style-type: none"> ● Provides the correct regression results ● Explains which has more impact on ratings: whether the movie includes a star or whether it is fact based. ● Assesses how well this regression analysis explains the ratings ● Identifies which variables are significantly related to ratings ● Excel file shows work that demonstrates an understanding of the concepts and solution steps 	Meets four criteria <ul style="list-style-type: none"> ● Provides the correct regression results ● Explains which has more impact on ratings: whether the movie includes a star or whether it is fact based. ● Assesses how well this regression analysis explains the ratings ● Identifies which variables are significantly related to ratings ● Excel file shows work that demonstrates an understanding of the concepts and solution steps 	Meets three criteria: <ul style="list-style-type: none"> ● Provides the correct regression results ● Explains which has more impact on ratings: whether the movie includes a star or whether it is fact based. ● Assesses how well this regression analysis explains the ratings ● Identifies which variables are significantly related to ratings ● Excel file shows work that demonstrates an understanding of the concepts and solution steps 	Meets less than three criteria.

Assignment Criteria	Level III	Level II	Level I	Not Present
Criterion 5 (20%)	Level III Max Points: 50	Level II Max Points: 42.5	Level I Max Points: 35	Not Present
Presentation	Meets all criteria <ul style="list-style-type: none"> • Presentation is focused, concise and organized • Presentation includes all relevant results and justifications • Few or no grammar or punctuation errors • Ideas are communicated clearly and fully. 	Meets three criteria <ul style="list-style-type: none"> • Presentation is focused, concise, and organized. • Presentation includes all relevant results and justifications • Few or no grammar or punctuation errors • Ideas are communicated clearly and fully. 	Meets two criteria <ul style="list-style-type: none"> • Presentation is focused, concise, and organized. • Presentation includes all relevant results and justifications • Few or no grammar or punctuation errors • Ideas are communicated clearly and fully. 	Does not meet any criteria.
Maximum Total Points	250	212.5	175	0
Minimum Total Points	212.501	175.001	0.001	

Updated 2/2/2021