**Unit Memo 1 Rubric – Quantifying the World**

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| **Expected Level** | **Impressive Level** | **Area** |
| Provides for the collection of data   * Observational data * Survey data   Provides the required spread sheets   * Saved in MS Word file * Contain at least 15 observations per spreadsheet * Identifier/Variables are properly labeled and coded where appropriate * Provides spreadsheet for observational data * Provides spreadsheet for survey data | * Each cell contains only one entry * Each row in a survey MS EXCEL spreadsheet contains one person’s responses * Each row in an observation MS EXCEL spreadsheet contains the results of a single observer’s observations of an event at a specified time and place * Sample data are provided that are consistent with the variables’ codes and units * The type of variable is clearly indicated (numerical continuous, numerical discrete, categorical nominal, categorical ordinal) * Provides an appropriate balance between numerical and categorical variables | **Mechanics  and  Techniques**  □ Unacceptable  □ Un/Exp  □ Expected  □ Exp/Imp  □ Impressive |
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| * Identifies the perceived problem(s) clearly * Includes possible reasons for the perceived problem(s) * Submits a plan * Submits a timeline * The relationship between the data collection forms and spreadsheets make sense * The wording and choices in the data collection forms are clear and unambiguous * The data collected is specific enough to identify the problem situation * The data collected is relevant enough to identify the problem situation * Makes some attempt to identify possible difficulties, problems, or expenses in the data collection process | * Explains the link between the perceived problem and the collection of relevant data that address the problem * Explains the link between the possible causes for the perceived problem and the collection of the relevant data that address these causes * Identifies potential consequences of the perceived problem(s) * The proposed plan and timeline are adequate to carry out the project * The proposed plan and timeline are comprehensive and address the stated reasons for the perceived problem   Includes in sufficient detail for both **observational** and **survey** data the 5 W’s+H:   * What data will be collected? * Why you are collecting this particular data? * When the data will be collected? * Where will the data be collected? * Who will collect the data? * How the data will be collected? | **Application  and  Reasoning**  □ Unacceptable  □ Un/Exp  □ Expected  □ Exp/Imp  □ Impressive |
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| * Assignment submitted correctly and on time * The writing is competent (grammar, spelling, and sentence structure are basically correct) * The presentation of your proposal is adequate and complete (must address everything the Marketing Director’s memo requires). * Proposal is directed to the Marketing Director, not to the warehouse manager for StateEx | * Understands the communicative situation; for example, understands that this memo is part of the proposal process, not a report of the results of a completed study * The presentation of the proposal looks professional * The writing is organized and focused so that it can be quickly read by your supervisor or the marketing team. * Memo incorporates sufficient analytic detail to reflect professional quality writing | **Communication and Professionalism**  □ Unacceptable  □ Un/Exp  □ Expected  □ Exp/Imp  □ Impressive |
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Comments: