

Judging Rubric | Market Research

Please use this rubric to help guide the scoring of student work against the assessment criteria. Simply circle or highlight the statement that best suits the quality of work presented by students to score.

Team Number:

Assessment Criteria	0	1	2	3	4	5	Score
1. Strategy & Organisation [10%]	No attempt at the task.	Extremely limited interpretation of research.	Intermittent interpretation of research without any great detail.	Interpretation of research outlined and at times connects together.	Strong interpretation of research connecting key threads to show understanding and knowledge.	Outstanding interpretation of research towards the identified problem that shows a complex understanding of the issue identified.	
2. Research & Inquiry [55%]	No evidence of research.	Extremely limited research shown in the submission and /or containing irrelevant information.	Some research findings are outlined with very limited interpretation.	Research findings are reasonable with some interpretation.	Quality research findings throughout that is mostly interpreted for application.	Thorough research undertaken, including own survey, with data interpreted for relevant application.	
3. Creativity & Innovation [10%]	No interpretation of the research undertaken.	Limited research undertaken with little endeavour undertaken.	Some creativity in seeking sources for research to provide foundational understanding.	Research and interpretation has informed further research undertaken.	Strong innovative approach in some areas that has been informed by research undertaken.	Clear evidence of innovative thinking that has been informed by the interpreted research.	
5. Communication [15%]	No attempt at the task.	Extremely casual submission with little confidence and no compelling factors.	Casual language used at times, with some sections incomplete.	Formal language used in most sections that still needs some refinement.	Professional and refined submission	Outstanding confident submission that is compelling and professional.	
7. Real World Application [10%]	No attempt at the task.	Lacks connection to the local community through the research undertaken.	Potential shown on connections with the community through research, but requires more work.	Outlines the community challenges through research on a surface level.	Research outlines the real problems in the community, the industry and around the issue with some depth.	Confident interpretation of research and downstream effects of the problem that is identified and clearly articulated.	