

**GEOG 4220/5220: Applied Retail Geography
Final Report Evaluation Rubric**

Name(s): _____

Part A: Report Components	Excellent	Satisfactory	Weak	Poor
1. Introduction and Research Question	Thoroughly describes context, audience, and purpose and is responsive to the assigned task(s).	Sufficiently describes context, audience, and purpose and is mostly responsive to the assigned task(s).	Demonstrates awareness of context, audience, purpose, and is somewhat responsive to the assigned task.	Demonstrates minimal awareness of context, audience, purpose, and to the assigned tasks(s).
2. Data Sources	Well-justified and clearly explained	Moderately justified and somewhat explained	Minimally justified and explained	Not justified or explained
3. Analytical Choices	Choice of analytical methods clearly explained	Choices mostly explained well	Choices explained minimally	Choices are not explained
4. Results	Results are presented and explained clearly, and are well-linked to both the research question and the course. Relevant limitations to analysis are discussed.	Results are adequately presented and explained, and are mostly well-linked to the question and the course. Limitations covered.	Results are presented and explained minimally, and are partially linked to both the research question and the course. Limitations mentioned.	Results are not presented nor explained, and are not linked to the research question or the courses. Limitations not mentioned.
5. Discussion and Recommendations	Evaluates and summarizes the research and its significance extremely well. Provides clear recommendations.	Generally evaluates and summarizes the research and its significance well. Provides adequate recommendations.	Weak evaluation and summary of the research and its significance, with minimal recommendations	Does not evaluate or summarize the research and its significance, and provides no clear recommendations
6. Overall, the analysis addressed the research problem and client needs	Well	Adequately	Weakly	Insufficiently
Part B: Overall Report Quality	Excellent	Satisfactory	Weak	Poor
1. External Source Citations	Consistent use of high-quality, credible, relevant sources to support ideas that are appropriate for the discipline.	Consistent use of credible, relevant sources to support ideas that are appropriate for the discipline.	Consistent use of one credible and/or relevant source to support ideas that are appropriate for the discipline.	Limited or inconsistent use of one credible and/or relevant source to support ideas that are appropriate for the discipline.
2. Writing	All paragraphs are well-constructed, and there are no grammatical, spelling or punctuation errors.	Most paragraphs are well constructed, and there are few grammatical errors.	Paragraphs are typically not constructed well. Many grammatical or spelling errors.	Sentences within paragraphs do not relate to each other. Far too many grammatical or spelling errors.
3. Graphics	All figures and tables are well-designed and executed, and make useful contributions to the paper	Most figures and tables are well designed and executed, and add something useful	Some figures and tables are not well designed or executed, and make minor contributions	Many figures and tables are not well-designed or executed and do not contribute to the paper
4. Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clear, consistent and produces a cohesive report.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is mostly clear and consistent.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is somewhat clear and consistent.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) lacks clarity and consistency.

Comments (e.g., what worked well, what could be improved):

Overall Score:

Number of "Excellent" Ratings = _____ x 10 = _____

Number of "Satisfactory" Ratings = _____ x 8 = _____

Number of "Weak" Ratings = _____ x 6 = _____

Number of "Poor" Ratings = _____ x 4 = _____

Grand Total = _____ /100