

**GEOG 4220/5220: Applied Retail Geography
Initial 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 and Analytical Choices	Well-justified and clearly explained. Solid and complete analytical foundation for project completion.	Moderately justified and somewhat explained. Analysis likely sufficient to complete project.	Minimally justified and explained. Unclear if analytical plan is sufficient to complete project	Not justified or explained. Insufficient analytical basis to complete project.
3. Overall Plan	Lays out an excellent, coherent path to follow to project completion	Lays out an adequate path that could be followed to project completion.	Lays out a weak path to follow to project completion.	Lays out an unclear path that would be difficulty to follow to project completion.
Part B: Overall Report Quality	Excellent	Satisfactory	Weak	Poor
1. 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.
2. 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 within the report.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is somewhat clear and consistent within the report.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) lacks clarity and consistency within the report.

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

Overall Score:	
Number of "Excellent" Ratings = _____	x 20 = _____
Number of "Satisfactory" Ratings = _____	x 16 = _____
Number of "Weak" Ratings = _____	x 14 = _____
Number of "Poor" Ratings = _____	x 8 = _____
Grand Total = _____ /100	