

MT450: Unit 3 Assignment Grading Rubric Criteria:	Percent Possible:	Points Possible:	Points Earned:
Content per Checklist:	100%	60	
Answer provides complete information demonstrating analysis and critical thinking:	80%		
<ul style="list-style-type: none"> Defines the problem and research objectives to be answered in line with the company's mission and objectives. 		10	
<ul style="list-style-type: none"> Determines the means of obtaining the data. 		5	
<ul style="list-style-type: none"> Explains what type of data needed, primary or secondary. 		5	
<ul style="list-style-type: none"> Explains what type of research to be used: quantitative or qualitative. Explains why. 		5	
Describes the sampling plan: <ul style="list-style-type: none"> Population: who is to be surveyed. Sample size Sampling procedure Means of contacting subjects Determines how to ensure the data is significant enough to make a decision whether product development should proceed or not. 		4 4 7 4 4	
Subtotal:	80%	48	
Responds using correct spelling and grammar in a minimum 2–3-page paper (600–800 words) with additional title and reference pages in APA format and citation style.	20%	12	
Total Score:	100%	Total Points Possible: 60	Total Points Earned: