

Rubric for SWOT analysis

Level of Achievement				
Criteria	Excellent (4)	Good (3)	Needs Improvement (2)	Unacceptable (1)
Strengths and Weaknesses analysis 20%	Clearly identifies the internal Strengths and Weaknesses associated with the company. The S & W analysis is thorough, with reasoning for each individual point provided. S & W sections has at least five (5) items each	Identifies internal Strengths and Weakness and external opportunities and threats. The analysis omits 1-2 major S & W items and/or 1-2 items are placed into the wrong category (e.g., identifying something as an internal strength when it really is an external opportunity). Reasoning for each SWOT point is provided but unclear for 1-2 items.	The Strengths and Weaknesses associated with the company are clearly incomplete, omitting more than 2 major items overall or more than 1 item per S & W category. Sections of the S & W have items that are not categorized appropriately.	Entire sections of the Strengths and Weaknesses are missing (e.g., no Weaknesses are listed). The S & W are missing
Opportunities and Threats analysis 20%	Clearly identifies key Opportunities and Threats; the analyst has clearly determined O & T and issues surrounding them The O & T sections has at least five (5) items each	Opportunities and Threats are addressed, but there are 1-2 errors in thinking about how the O & T are related.	Opportunities and Threats are unclear in some respects and there are more than 3 errors in thinking about how the O & T are related.	Entire sections of the Opportunities and Threats are missing The O & T are missing.
Criteria	Excellent (4)	Good (3)	Needs Improvement (2)	Unacceptable (1)
Identifying & evaluating leading company based on all four SWOT categories 30%	The leading company is clearly stated with respect to the SWOT analysis. The evaluation of each company is based on the evaluation of the strengths, weaknesses, opportunities, and threats of the company. The evaluation appropriately incorporates strategic marketing concepts.	Identifies alternative actions that can be taken to address problems/issues. Some obvious SWOT issues are missing in the comparison between the companies.	The list of alternative actions is unclear in some respects and includes actions that are not reasonably linked to the SWOT analysis. Many aspects of the evaluation are missing.	All of the SWOT items are missing or the analysis/determination is missing. Shows lack of thorough consideration.
Written Communication 10%				
a. Organization	Written work is well organized and easy to understand. Information is appropriately placed in its respective section.	The organization is generally good, but at least one of the elements listed under the "excellent" column is missing.	The organization is unclear; headings are missing. Two to three of the elements listed under the "excellent" column are missing.	The case analysis is disorganized to the extent that it prevents understanding of content. More than three organizational elements are missing.
b. Integration of writing styles	The analyst developed a writing style that is uniform throughout the SWOT analysis. There is no indication that the case analysis involved multiple authors.	There is some indication of multiple authors (e.g., different fonts, formatting, etc.).	There is ample indication of multiple authors (e.g., different fonts, different formatting, etc.).	SWOT analysis is clearly the work of multiple authors with different writing styles, margins, printer fonts, formatting, etc.
c. Grammar, spelling, and formatting	The work has been thoroughly spell-checked and proofread. There are none to almost none grammatical or spelling errors. There are no formatting errors.	There are a few spelling and grammatical errors. There are one to three formatting errors.	There is more than one spelling or grammatical error per page. There is more than one formatting error per page.	There are frequent misspelled words, serious grammatical errors, and formatting errors, indicating that time was not taken to spell-check and proofread.