**Rubric for Case Memos and Presentations**

**B2B Marketing, Aalto University, Mikkeli**

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| **Criteria** | **Needs Considerable Improvement (0.25)** | **Meets Expectations (0.5)** | **Good (0.75)** | **Excellent (1.0)** |  |  |
| Clarity of Structure and Communication |  |  |  |  |  |  |
| Creativity in Problem Identification and Solutions |  |  |  |  |  |  |
| Quality of Analysis |  |  |  |  |  |  |
| Feasibility of Solutions |  |  |  |  |  |  |
| Application of Concepts and Frameworks |  |  |  |  |  |  |
|  |  |  |  |  |  | **Total (out of 5)** |