

- Competitors (direct and indirect)
 - Include charts (direct and indirect) for messaging, media and content analysis of ad clippings file

_____ For each main section, create a ~~one~~ page summary sheet giving key points and important

Rubric for Secondary Research: Articles & Citations

	Exceeds Standards 4	Meets Standards 3	Approaching Standards 2	Below Standards 1
Grammar, Punctuation, Spelling, Style	No spelling or grammatical errors distracted the reader.	Only 1-2 spelling or grammatical errors distracted the reader.	3-4 spelling or grammatical errors distracted the reader.	More than 4 spelling or grammatical errors distracted the reader.
Organization of Materials	All material is present and organized in a cohesive manner. Instructor did not have to sort out sections.	All material is present, but some is out of order.	Mo1.04 273.96 5	

