

Marking Rubric

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Weak (2)	Fail (1)	Weight
Global Marketing Concepts & Application	Demonstrates deep understanding; integrates multiple marketing models effectively.	Solid grasp of marketing concepts; applied accurately.	Adequate understanding; limited model application.	Weak or inconsistent understanding.	Absent or incorrect.	25%
Cross-Cultural Analysis & Adaptation	Comprehensive, insightful analysis of cultural influences and adaptations.	Clear evaluation of cultural aspects with examples.	Some analysis lacks critical detail.	Superficial discussion, limited linkage.	No cultural analysis.	25%
Evaluation & Recommendations	Excellent critical evaluation and innovative recommendations.	Clear, justified recommendations with reasoning.	Reasonable but limited evaluation.	Weak or unsupported recommendations.	None provided.	20%
Case Study / Practical Application	Highly relevant, detailed, and effectively linked to theory.	Relevant and applied well.	Example used but lacks analytical depth.	Weak or generic example.	None or irrelevant.	15%
Structure & Presentation	Clear, professional, coherent flow.	Mostly well-organized and clear.	Acceptable structure with minor issues.	Disorganized, hard to follow.	No structure.	10%

Referencing & Research (Harvard)	Accurate, comprehensive, and current sources.	Mostly correct with few errors.	Some errors, limited sources.	Inconsistent or weak referencing.	None or plagiarized.	5%
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