

- 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	

CitationsResi[(S	11	04	(b	6	76	(3	4)	4	0	0	1	3	6	0	4	5	1	2	7	0	7	0	3	(d	4	6	6	7	6	7	0	1	6	4	0	4	6	7	6	7
----------------	----	----	----	----	---	----	----	----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Results: