

How students view a Rubric in Turnitin before they submit

Students can view a rubric that has been attached to a submission point at any point before or after they submit, indeed as soon as the submission point is available and has the rubric attached a student can view it.

Here's how:

Assessment

MK344 Assignment brief
Attached Files: MK344 Assignment brief 2017-18.docx (29,032 KB)

Your Submission
It is important that your submission of your work is successful and completed on time.

How to ensure successful submission:

1. Do not leave the submission to just before the stated deadline as this could result in failure to submit. If you're not sure what the deadline date and time is click on the submission link where the details will be displayed.
2. Make sure you are submitting the correct file type (check with your school if in doubt) e.g. with Turnitin the file size limit is 40MB and the recommended format for submission is PDF.
3. Once you have submitted make sure the submission was successful. If submitting to Turnitin you will receive a receipt to your university email address, but you can also click on the submission points provided after submitting and if there is a file visible then the submission has been successful. **Not knowing what is expected of you is not an excuse for a late submission.** make sure you understand what to do well before the deadline and read the Assignment Submission Help provided below.

Avoiding Plagiarism
Find out [what Plagiarism is](#) and understand why universities expect you to be so clear about how you have developed your ideas.

Assignment Submission Help
Find out [how to submit your work](#) to the various submission tools at the University of Brighton, including Turnitin. Details of how to [view feedback and grades](#) can also be found here. Are you having difficulties submitting your assignment? Contact the [service desk](#) by email: servicesdesk@brighton.ac.uk or by phone on 01273 64(4444)

Stage 1 Assignment Submission Point
The deadline for submission is midnight on 23rd November 2017. Work submitted after this deadline will be marked as late. Confirmation by the relevant examination board(s) with University policy work submitted within two weeks after the submission deadline may result in the mark awarded being reduced. Please save your work with a safe file name using only letters and numbers and avoiding the characters = | : * ? " < > | ! _ % !
>> [View/Complete](#)

Stage 2 Assignment Submission Point
The deadline for submission is midnight on 25th January 2018. You are reminded that in accordance with University policy work submitted within two weeks after the submission deadline may result in the mark awarded being reduced. Please save your work with a safe file name using only letters and numbers and avoiding the characters = | : * ? " < > | ! _ % !
>> [View/Complete](#)

Submit Turnitin Assignment

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Assignment Inbox preferences

Welcome to your new class homepage! From the class homepage you can see all your assignments for your class, view additional assignment information, submit your work, and access feedback for your papers. Hover on any item in the class homepage for more information.

Class Homepage

This is your class homepage. To submit to an assignment click on the "Submit" button to the right of the assignment name. If the Submit button is grayed out, no submissions can be made to the assignment. If resubmissions are allowed the submit button will read "Resubmit" after you make your first submission to the assignment. To view the paper you have submitted, click the "View" button. Once the assignment's post date has passed, you will also be able to view the feedback left on your paper by clicking the "View" button.

Assignment Inbox: 2017 MK344 - Consumer Psychology _108645_1

Your instructor has attached this rubric which will be used as a guideline when assessing your performance on this assignment.

Assignment Name	Start	Due	Post	View
Stage 1 Assignment Submission Point	09-Nov-2017 1:11PM	23-Nov-2017 11:59PM	21-Dec-2017 11:59PM	View

3. Click on this icon to view the rubric

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2017 MK344 Consumer Psychology - MK344_1 Stage 1 Assignment Submission Form

2017 MK344 Consumer Psychology Dashboard

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CRITERIA

SCALES

	Exceptional	Outstanding	Excellent	Very good	Good/competent	Adequate but weak	Marginal fail	Weak fail
Meets brief CRITERIA: Meets all aspects of the report brief. Evaluation supported with critical evaluation of...	Exceptional evaluation of all data, showing exceptional levels of understanding for the brief	Outstanding critical evaluation of all data, shows very deep understanding for the brief	Excellent critical evaluation shows high levels of understanding for the brief	Very good evaluation shows good levels of understanding for the brief	Good evaluation shows reasonable level of understanding for the brief	Some evaluation of research, but shows inadequate level of understanding of the brief	Limited evaluation which shows very little understanding for the brief	Inadequate levels of evaluation with almost no evidence of understanding for the brief
Application CRITERIA: Demonstrates ability to apply a wide range of consumer psychology theories to real life and...	Exceptional application of theory, drawing on an exceptional level of examples and cases, with exceptional coverage of all aspects	Outstanding application of theory, drawing on a very wide range of examples and cases, with outstanding coverage of all aspects	Excellent application of theory, drawing on a wide range of examples and cases with excellent coverage of all aspects	Very good application of theory, drawing on some examples and cases with coverage of all aspects, some covered very well	Good application of theory, drawing on examples and cases with good coverage of some aspects, some covered quite well	Some application of theory, drawing on examples and cases with adequate coverage of aspects, not all covered	Limited application of theory, drawing on few examples and cases and weak or limited coverage of key aspects	Inadequate level of application, with few or no examples evidenced and little or no evidence of applied theory
Knowledge CRITERIA: Uses a wide variety of sources and uses key examples supporting innovation and which...	Exceptionally wide variety of sources, showing outstanding levels of innovation and creativity, including highly original approach to primary and secondary research	Outstanding variety of sources, showing excellent levels of innovation and creativity, including original approaches to primary and secondary research	Excellent variety of sources, showing excellent levels of innovation and creativity, showing original approaches to primary and secondary research	Very wide variety of sources, showing good levels of innovation and creativity, with good use of a range of primary and secondary research	Reasonable variety of sources, showing some levels of innovation and creativity, with some originality for primary and secondary research	Decent adequate variety of sources, showing low levels of innovation and creativity, little originality shown in primary or secondary research	A limited range of sources, with weak or limited examples to support discussion, very limited primary or secondary research shown and very limited originality or originality	Inadequate range of sources or examples to support discussion, little basis or evidence of any argument, shows no creativity or originality, very poor use of primary or secondary research
Understanding CRITERIA: Uses correct consumer psychology terminology and academic language to explain key...	Excellent use of terminology and academic language, demonstrates exceptional synthesis of ideas, originality and academic rigour	Outstanding use of terminology with very confident use of academic language, demonstrates outstanding synthesis of ideas, originality and academic rigour	Excellent use of terminology with confident use of academic language, demonstrates excellent synthesis of ideas, originality and academic rigour	Very good use of terminology with fairly confident use of academic language, demonstrates very good synthesis of ideas, originality and academic rigour	Good use of terminology with some use of academic language, demonstrates good synthesis of ideas, originality and academic rigour	Just adequate use of terminology showing little confidence using academic language, demonstrates little synthesis of ideas, originality or academic rigour	Limited use of terminology showing little use of academic language, demonstrates little or no synthesis of ideas, originality or academic rigour	Inadequate use of terminology with little or no use of academic language, demonstrates poor synthesis of ideas, originality or academic rigour
Conclusions CRITERIA: Reaches convincing conclusions based on well-supported arguments and clear...	Exceptionally well supported, logical and convincing conclusions based on exceptional arguments which reflect sound and consistent evidence	Outstanding and convincing logical conclusions based on outstanding arguments which reflect sound and consistent evidence	Excellent, convincing and logical conclusions based on excellent arguments, which reflect sound and consistent evidence	Very good convincing and logical conclusions based on very good arguments, which reflect sound and consistent evidence	Good, convincing and logical conclusions based on some good arguments, which reflect mostly sound and consistent evidence	Unconvincing or illogical conclusions based on weak arguments, which reflect some unsound or inconsistent evidence	Very limited, weak or illogical conclusions based on inadequate arguments, which reflect unsound or inconsistent evidence	Very weak and unconvincing or illogical conclusions based on inadequate arguments, which reflect very unsound or inconsistent evidence
Innovation CRITERIA: Takes an imaginative, creative...	Exceptionally imaginative approach, showing clear path for original ideas and research which have generated exceptional results	Outstanding, imaginative approach, showing clear path for original ideas and research which have generated outstanding results	Excellent imaginative approach, showing clear path for original ideas and research which have generated excellent results	Very good, imaginative approach, showing clear path for original ideas and research which has generated very good results	Good, imaginative approach, showing a fairly clear path for original ideas with some aspects of research generating good results	Some evidence of an imaginative approach, with adequate path for ideas, research has generated barely adequate results	Limited use of imaginative approaches and weak path for ideas, research has not generated any useful results	Very weak creative approach shows no clear path for ideas, research has not generated any useful results

The rubric opens in a new screen for them

Close