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:

2017 MK344 - Consumer Psychology _106645_1 | Stage 1 Assignment Submission Point

MK342/MK344 Assignment (2017)

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. Discussion 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 low or no examples evidenced and little or no evidence of applied theory
Knowledge CRITERIA: Uses a wide variety of sources and real life examples supporting discussion and which	Exceptionally wide variety of sources, showing exceptional levels of innovation and creativity, including highly original approach to primary and secondary research	Outstanding variety of sources, showing outstanding levels of innovation and creativity, including original approach 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 level of a originality for primary and secondary research	Reasonable variety of sources, showing some levels of innovation and creativity, with some originality for primary and secondary research	Barely adequate variety of sources, showing low levels of imagination 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; shows very limited creativity or originality	Inadequate range of sources or examples to support discussion, 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	Exceptional use of terminology and academic language; demonstrates exceptional synthesis of ideas, levels of 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; demonstrated little synthesis of ideas, originality or academic rigour	Limited use of terminology showing little use of academic language; demonstrated little or no synthesis of ideas, originality or academic rigour	Inadequate use of terminology with little or no use of academic language; demonstrated no synthesis of ideas, originality or academic rigour
Conclusions CRITERIA: Reaches convincing conclusions based on well-reasoned arguments and clear	Exceptionally well summarised, 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 mainly 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