

MS Hospitality Management Assessment Rubric

Academic Year _____ Sample _____ Rater _____

Strategic Management	Learning Outcome: Students will apply analytical and interpretive skills using strategic management principles and practices in a hospitality and tourism business setting.					
	Criteria/ Anchors	Expectation	4: Exceeds Expectations	3: Meets Expectations	2: Falls Short of Expectations	1: Falls Far Short of Expectations
	Writing	Clear organization, smooth transitions. Few to no punctuation or mechanical errors.				
Content	Accurate analysis and interpretive skills of strategic management principles & practices.					
Marketing	Learning Outcome: Students will apply advanced marketing strategies and tactics for developing sustainable competitive advantages in the hospitality industry such as strategic pricing, revenue management, customer loyalty programs, and proven communication mixes.					
	Criteria/ Anchors	Expectation	4: Exceeds Expectations	3: Meets Expectations	2: Falls Short of Expectations	1: Falls Far Short of Expectations
	Writing	Clear organization, smooth transitions. Few to no punctuation or mechanical errors.				
Content	Accurate application of advanced marketing strategies and tactics, including strategic pricing, revenue management, and customer loyalty programs.					

1st alternative – provides for a separate Expectation column.

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Strategic Management	Learning Outcome: Students will apply analytical and interpretive skills using strategic management principles and practices in a hospitality and tourism business setting.					
	Criteria/ Anchors	Expectation	4: Exceeds Expectations	3: Meets Expectations	2: Falls Short of Expectations	1: Falls Far Short of Expectations
	Writing:					
	Structure	Clear organization, smooth transitions.				
	Grammar/mechanics	Few to no punctuation or mechanical errors.				
	Content	Accurate application of advanced marketing strategies and tactics, including strategic pricing, revenue management, and customer loyalty programs.				
Marketing	Learning Outcome: Students will apply advanced marketing strategies and tactics for developing sustainable competitive advantages in the hospitality industry such as strategic pricing, revenue management, customer loyalty programs, and proven communication mixes.					
	Criteria/ Anchors	Expectation	4: Exceeds Expectations	3: Meets Expectations	2: Falls Short of Expectations	1: Falls Far Short of Expectations
	Writing:					
	Structure	Clear organization, smooth transitions.				
	Grammar/mechanics	Few to no punctuation or mechanical errors.				
	Content	Accurate application of advanced marketing strategies and tactics, including strategic pricing, revenue management, and customer loyalty programs.				

2nd alternative – separates the expectations of organization and grammar. (Ex., a paper could be technical accurate, but poorly organized or articulated. Perhaps Content could be further separated depending upon the criteria important to Marketing or Strategic Management.

