

**ECO 230: Business and Economics Research and Communication
Research Proposal Rubric**

Trait	Below expectations (C,D,F Level)	Meets Expectations (B-BC Level)	Exceeds Expectations (A-AB Level)
Research objective: Objective is clearly stated and is sufficiently narrow, well-defined, and measurable.	The research objective is unclear, vague, and/or too broad.	A measurable, specific research objective is clearly stated, but the specific research question lacks motivation or connection to the rest of the proposal.	A measurable research question is clearly stated and it is a natural extension of the background information, and a clear culmination of the methodology and suggested impact.
Background information: Provide enough necessary background information so that the funding organization understands and appreciated the purpose and importance of the research project.	Background is insufficient to understand the purpose the appreciate the importance of the research project <i>or</i> background information is significantly beyond what is necessary.	Background is sufficient to understand the purpose with no more than a few missing necessary details or additional information.	Background is sufficient to understand the purpose, appreciate the importance of the project, and contains no missing necessary information.
Relevant literature: Cite popular press and/or peer-reviewed literature that both provides a background that the funding agency is interested in and motivates and distinguishes the project from existing knowledge.	Citations fail to provide sufficient background and/or they fail to motivate the project.	Citations provide sufficient background, but they fail to motivate or distinguish the project.	Citations are cited to provide sufficient background, and they motivate and distinguish the project.
Methodology: Describe your target population, your measurement procedure, what information or variables will be measured, and how you will use your measurements to address the research objective.	Some of the components of the methodology are missing, unclear, or too vague.	The population and measurement procedure are described well, but it is unclear how the information will be analyzed OR all components are present and clearly described, but the connection to the objective is unclear.	All the components of the methodology are present and clear as is the connection of the methodology to the objective.
Organization: Organization should be meaningful, have smooth transitions, and be consistent with other sections in the proposal.	Organization of ideas and content is ineffective and/or unfocused: paragraphs are not coherent and/or transitions are lacking.	Organization of ideas and content contributes to understanding: Paragraphs contain coherent ideas; transitions are used between most ideas.	Organization of ideas and content clearly create understanding: Paragraphs contain coherent ideas which are effectively connected with transitions.
Format: Formatting rules outlined in the RFP are followed, and other format decisions contribute to the understanding of the paper and are applied consistently.	One or more formatting rules in the RFP are not followed and/or author decisions for formatting are inconsistent.	All formatting rules in the RFP are followed, and formatting decisions are consistent.	All formatting rules in the RFP are followed, formatting decisions are consistent, and formatting decisions contribute to the understanding and readability of the proposal.
Grammar: Spelling, grammar, and syntax are correct.	Reader is distracted or meaning of language is impeded due to errors.	Language has a few errors.	Language conveys ideas succinctly and is nearly error free.