

(ACT) IV – Attachment 3
Marketing Department
Class Participation Behavioral Anchored Rating Scale
Spring, 2008

“A” Excellent

- ❖ Provides a point for discussion/debate which no one had thought of before;
- ❖ Willing to take chances with original ideas and comments;
- ❖ Open minded; demonstrates eagerness to learn;
- ❖ Respectful critic; coaches others and improves their performance;
- ❖ Applies models, tools and concepts in combination;
- ❖ Asks pointed and challenging questions that stimulate new directions;
- ❖ Facilitates progress in small group discussions; volunteers to report findings;
- ❖ Stimulates critical thinking; imaginative and realistic;
- ❖ Brings in relevant outside experience related to the topic under discussion;
- ❖ Persuasively argues a point and changes the opinions of classmates;
- ❖ Displays logical outside-the-box thinking; very good cross functional thinking;
- ❖ Solves problems from multiple perspectives; interprets facts into meaningful information;
- ❖ Being a respectful devil’s advocate; always excellent notes;
- ❖ Intuitively understands and shares insights from “between the lines”.

“B” Good to Very Good

- ❖ Presents useful knowledge in depth clearly and concisely;
- ❖ Willing to defend and debate their position when appropriate;
- ❖ Respectfully challenges others’ ideas;
- ❖ Good team player in small groups; constructive leader or facilitator; helps others;
- ❖ Willing to ask questions when a point is unclear; comes up with supporting ideas;
- ❖ Good use of marketing lexicon (vocabulary) and tools;
- ❖ Thinks between lines; sees implications; supportive team player in small groups;
- ❖ Good, logical, well documented positions or analysis;
- ❖ Volunteers to put things on the board and does so effectively;
- ❖ Enthusiastic and positive attitude;
- ❖ Applies outside knowledge to subject; moves process of analysis forward;
- ❖ Well-prepared notes when collected unannounced;

“C” Average Miami University High Quality Student

- ❖ Pays attention and offers supporting data to discussions;
- ❖ Participates in small group discussions at the same level as others in the group;
- ❖ Reasonably well prepared, but has to refer to notes on most specific points;
- ❖ Offers some thoughts, ideas, questions each class; level one and two thinking;
- ❖ Attentive listener and responds in a professional manner;
- ❖ Has read the material for the day and is generally prepared for class;
- ❖ Answers questions correctly when called upon;
- ❖ Adds meaningful insight to class discussion;
- ❖ Plays the devil’s advocate in a useful manner;
- ❖ Always turns in homework with minimal requirements met, but little extra effort;

“D” Poor

- ❖ Repeats what has already been said in class; does only what’s needed to get by;
- ❖ Obviously not well prepared for the class; shallow understanding of the subject;
- ❖ Comments that do not move the analysis forward;
- ❖ Weak or incomplete notes; generally negative attitude;
- ❖ Limited quantitative analyses; misses obvious points;
- ❖ Limited participation in small group table discussions;
- ❖ Body language that indicates a lack of interest in current topic;
- ❖ Doesn’t have subject facts correct; generally unprepared;
- ❖ Packing up to leave before the end of class; cell phone ringing during class;
- ❖ Misses class on multiple occasions;
- ❖ Relies on other students to pull them through;
- ❖ Hogging the floor (talking to hear yourself talk); interrupting others;

“F” Very Poor

- ❖ Does not participate in classroom discussion or small group discussion;
- ❖ Frequent shallow comments that take away time from others;
- ❖ Talking to neighbors during presentations; passing notes;
- ❖ Very weak or no notes on subject; distracts fellow students noise;
- ❖ Being late or disruptive in class; unprofessional behavior; falls asleep;
- ❖ Works on homework for another class during class time;
- ❖ Using computer for non-class related activities;
- ❖ Unreceptive to alternative approaches; dogmatic and closed-minded;
- ❖ Repeating a point just made by a classmate; poor or missing notes;
- ❖ Acts as “free-rider” in small group activities;