**Planning and Decision-Making**

**SWOT Analysis Assignment #2**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| CATEGORY | **20** | **10** | **5** | **1** |  |
| **Labels** | Every item that | Almost all items | Most items (50%) | Less than 50% of the |  |
|  |
|  | needs to be | (75%) that need to | that need to be | items that need to be |  |
|  | identified has a label | be identified have | identified have | identified have labels |  |
|  | (SWOT). It is clear | labels. It is clear | labels. It is clear | OR it is not clear |  |
|  | which label goes with | which label goes with | which label goes with | which label goes with |  |
|  | which structure. | which structure. | which structure. | item. |  |
|  |  |  |  |  |  |
| **Label Details** | All assigned details | Almost all assigned | Almost all assigned | Fewer than 50% of |  |
|  | have been added. | details (at least 75%) | details (at least 50%) | the assigned details |  |
|  | The details are clear | have been added. | have been added. A | are present OR most |  |
|  | and easy to identify. | The details are clear | few details are | details are difficult to |  |
|  |  | and easy to identify. | difficult to identify. | identify. |  |
|  |  |  |  |  |  |
| **Accuracy** | Each component is | 3 of 4 components | Only 2 of 4 | Less than 2 |  |
|  | accurately | are accurately | components are | components are |  |
|  | categorized as S, W, | categorized as S, W, | accurately | accurately |  |
|  | O, or T | O, or T | categorized as S, W, | categorized as S, W, |  |
|  |  |  | O, or T | O, or T |  |
|  |  |  |  |  |  |
| **Spelling** | All words are spelled | All common words | 75% of the words are | Fewer than 75% of |  |
|  | correctly in the title, | are spelled correctly | spelled correctly in | the words are |  |
|  | labels and details. | in the title, labels and | the title, labels, and | spelled correctly in |  |
|  |  | detail. 1-2 words | details. | the title, labels, and |  |
|  |  | may be misspelled. |  | details. |  |
|  |  |  |  |  |  |
| **Content** | Covers topic in-depth | Covers topic | 1-2 components | More than 2 |  |
|  | in each component | adequately in each | covered adequately. | components are |  |
|  | with a great deal of | component. |  | inadequately |  |
|  | information. |  |  | covered. |  |
|  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**