University of California, Riverside A. Gary Anderson Graduate School of Management

BSAD 113 Lars Perner, Instructor Marketing Institutions Spring, 2003

NEWSWATCH CHECKLIST

Due: May 22, 2003

Name:	
Please check off that you have met each of the following requirements: This checklist is attached to the end of the paper. Your name, e-mail address, and description ("Newswatch") are in the top corner. There should be no cover page. The first page of the assignment carries the signed statement that "This is my own work." The text of this assignment has been e-mailed to bsad113@larsperner.com as discussed on p. 7 of the syllabus. The e-mail must be sent as text and not_asanattachment . All sources cited have been read. This report is based on quality sources such as books and/or articles from newspapers, journals, and magazines. Web sites other than those of the U.S. Government, World Bank, or specific newspapers/magazines are generally NOT acceptable. Any sources used, even if not quoted directly, have been cited. If more than three consecutive words are taken from a source, these have been put in quotes. The paper has been properly proof-read and does not contain the term "etc." or equivalent. Content issues: — Appropriate content, as described on pp. 12-13 of the syllabus, is covered. — Articles do not focus on current firm behavior but instead on news developments that affect the firm. — The application is being made to one specific firm. — The implications for the firm are clearly analyzed and reported. — At least one article from each week is included. Articles cover the time span of the course. More than one article per week is required for a superior grade. I certify that this is my own work.	
Signature Date	
For instructor's use:	
Problems if checked: Hyperbole or other exaggerations Use of empty "buzz" words Ideas are not discussed in sufficient detail to be meaningful Failure to cite sources to an adequate extent Failure to address course issues Failure to identify relevant assumptions Failure to spell out reasoning Overall failure to follow instructions Negligence in writing and/or proof-reading	Your score: Points Possible: 200