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

BSAD 113 Lars Perner, Instructor Marketing Institutions Spring, 2003

SECONDARY SOURCES EXTRA CREDIT CHECKLIST

Due: May 1, 2003 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 ("Extra Credit—Secondary Sources") 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. 9 of the syllabus. The e-mail must be sent as text and not as an attachment. At least two sources obtained by different means have been cited—e.g., two articles both found on Lexis-Nexis count only as one source. 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: ___ A specific question has been chosen. ___ The question is relevant to distribution. ___ The question does NOT focus on what the firm is already doing. ___ A justification is made as to why knowing an answer to this question would be useful to the management of the firm. ___ Findings are reported. ___ Specific implications for the firm are briefly but clearly described. I certify that this is my own work. Signature Date For instructor's use: Problems if checked: Your score: _____ Hyperbole or other exaggerations Use of empty "buzz" words EXTRA CREDIT. These points are Ideas are not discussed in sufficient detail to be meaningful. added to your total but are not Failure to cite sources to an adequate extent counted in the denominator of Failure to address course issues your percentage score. Failure to identify relevant assumptions Failure to spell out reasoning Overall failure to follow instructions Negligence in writing and/or proof-reading