

Rubric for Proposal Assignment

Score Range	Descriptor
18–20 (Exceptional)	The proposal is outstanding in clarity, structure, and insight. It fully meets all assignment criteria with a compelling consultancy profile, well-defined scope, strong methodology, and persuasive value proposition. Writing is professional, formatting is precise, and APA citations are flawless.
16–17 (Strong)	The proposal is well-developed and meets most criteria with minor gaps. The consultancy profile and scope are clear, methodology is sound, and the value proposition is convincing. Writing is mostly polished, with few formatting or citation issues.
14–15 (Competent)	The proposal meets basic expectations. The consultancy profile and scope are present but may lack depth. Methodology and value proposition are adequate but not fully persuasive. Writing is functional, with some errors in formatting or citation.
12–13 (Developing)	The proposal shows effort but lacks clarity or completeness in key areas. The consultancy profile may be vague, scope underdeveloped, and methodology or value proposition weak. Writing may be inconsistent, with noticeable formatting or citation issues.
10–11 (Limited)	The proposal is missing several required elements or is poorly executed. The consultancy profile and scope are unclear, methodology is superficial, and the value proposition lacks relevance. Writing is unpolished, with frequent formatting or citation errors.
0–9 (Insufficient)	The proposal fails to meet core requirements. It may be incomplete, off-topic, or missing major sections. Writing is unclear or unprofessional, and formatting or citation standards are not followed.