INT 640 Short Paper Guidelines and Rubric

Overview: Before starting this assignment, first read this Wharton School article (and watch the accompanying video): To Buy or Not to Buy: How Increased TV Watching Impacts E-commerce. Then write a 2–4 page paper that addresses the following:

- How have **TV viewership** and shopping habits changed?
- Is **traditional cable** (and advertising on cable) a thing of the past?
- How have internet streaming companies such as Netflix, Hulu, and Amazon Prime **marketed** themselves to succeed in this changing environment?
- Is internet streaming the **future**? Explain.

Guidelines for Submission: Your paper must be submitted as a 2–4 page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and two to three scholarly sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
TV Viewership	Describes how TV viewership and shopping habits have changed and references the article to support claims	Describes how TV viewership and shopping habits have changed, but does not support claims	Does not describe how TV viewership and shopping habits have changed	22.5
Traditional Cable	Evaluates the status of traditional cable and the value of its advertisements	Evaluates the status of traditional cable OR the value of its advertisements	Does not evaluate the status of traditional cable and the value of its advertisements	22.5
Internet Streaming: Marketing	Evaluates how internet streaming companies have marketed themselves to succeed in the changing environment and supports claims with a scholarly source	Evaluates how internet streaming companies have marketed themselves to succeed in the changing environment, but does not support claims with a scholarly source	Does not evaluate how internet streaming companies have marketed themselves to succeed in the changing environment	22.5
Internet Streaming: Future	Discusses whether internet streaming is the future and supports claims with a scholarly source	Discusses whether internet streaming is the future, but does not support claims with a scholarly source	Does not discuss whether internet streaming is the future	22.5

Writing Mechanics	Submission remains in the formal third person and has no major errors related to citations, grammar, spelling, syntax, or organization	Submission mostly remains in the formal third person, but has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission frequently employs the first or second person and has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
			Total	**100%**