

SECONDARY SOURCES EXTRA CREDIT CHECKLIST

Due: April 17, 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 ("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 bsad112@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 consumer behavior.
- 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:

<p>Problems if checked:</p> <ul style="list-style-type: none"><input type="checkbox"/> Hyperbole or other exaggerations<input type="checkbox"/> Use of empty "buzz" words<input type="checkbox"/> Ideas are not discussed in sufficient detail to be meaningful.<input type="checkbox"/> Failure to cite sources to an adequate extent<input type="checkbox"/> Failure to address course issues<input type="checkbox"/> Failure to identify relevant assumptions<input type="checkbox"/> Failure to spell out reasoning<input type="checkbox"/> Overall failure to follow instructions<input type="checkbox"/> Negligence in writing and/or proof-reading	<p>Your score: _____</p> <p>EXTRA CREDIT. These points are added to your total but are not counted in the denominator of your percentage score.</p>
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