

Volkswagen Dieselgate Ethics Essay Rubric

Category	4 Points	3 Points	2 Points	1 Point
Comprehension of Corporate Responsibility	Demonstrates comprehensive understanding of corporate accountability mechanisms with sophisticated analysis of multiple stakeholders	Provides clear explanation of corporate responsibility with moderate depth	Shows basic understanding of corporate accountability with limited analysis	Minimal or incorrect understanding of corporate responsibility
Argument Development	Presents a nuanced, well-structured argument with compelling evidence from Dieselgate case study	Develops a clear argument with some supporting evidence	Presents a weak argument with limited supporting details	Lacks coherent argument or substantive analysis
Use of Source Material	Expertly integrates multiple sources (text and video content) with precise citations and critical interpretation	Effectively uses sources with some meaningful integration	Minimal use of sources with limited contextual understanding	Negligible or incorrect use of source materials
Ethical Analysis	Provides profound ethical insights demonstrating deep critical thinking about systemic accountability	Offers substantive ethical considerations with moderate complexity	Presents basic ethical observations with limited depth	Superficial or absent ethical analysis
Writing Quality	Exceptional prose with sophisticated language, perfect grammar, and clear structure	Clear writing with minor grammatical/structural issues	Somewhat unclear writing with noticeable grammatical problems	Difficult to understand with significant writing errors

Total Points: 20