

**"The Food & Beverage Industry and Its Impact on Public Health" Objective Rubric**

Criteria	Emerging	Proficient	Exemplary
Industry overview and scope for public health	Describes the selected sector with limited accuracy or specificity, and does not clearly define its scope or relevance to public health.	Describes the selected sector clearly, including economic importance, target markets, and major companies, and connects the scope to public health relevance.	Defines the sector scope comprehensively and precisely, integrating market structure and industry practices to explain multiple pathways to public health impact.
Public health impacts and evidence use	Identifies fewer than three relevant public health issues or relies on limited evidence with minimal interpretation of population health implications.	Discusses at least three major public health issues and supports claims with current research, statistics, and concrete examples.	Synthesizes high quality evidence to explain mechanisms and population level implications, demonstrating nuanced interpretation of how industry practices shape health outcomes.
Policies and regulations analysis	Lists policies or guidelines without clearly explaining how they operate or what problems they are intended to address.	Identifies key policies and regulations, explains their intended public health functions, and offers a reasonable assessment of effectiveness and gaps.	Evaluates policy approaches critically using supporting evidence, clearly articulating why gaps persist and what implementation or political challenges limit effectiveness.

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Industry influence and responsibility assessment	Describes industry actions primarily at a surface level and does not analyze how decisions shape public health outcomes or political influence.	Analyzes how industry decisions affect public health outcomes and addresses responsibility factors such as corporate initiatives and lobbying.	Provides a rigorous critical assessment of industry power and accountability, using specific examples to evaluate how political influence and strategic practices shape public health conditions.
Recommendations, argument coherence, and scholarly conventions	Provides fewer than three evidence based recommendations or recommendations are not clearly feasible, and writing, organization, formatting, or citations do not meet assignment requirements.	Provides three evidence based recommendations aligned with the analysis, and meets expectations for organization, formatting, credible sources, and consistent citations.	Delivers prioritized and actionable recommendations with clear stakeholder relevance and strong evidentiary justification, and the paper is polished with precise scholarly writing and documentation.