

**B+MM Video Essay Question:** If you are accepted into the B+MM Dual Degree, what resources will you use to turn your passion into a profession?

**Our Admissions Rubric:**

	<b>0</b>	<b>1</b>	<b>2</b>
Professionalism	Candidate is not dressed at all in a professional manner, and has made no effort to keep the video to the time restriction of 90 seconds.	Candidate has attempted to dress professionally, but their body language and surroundings do not communicate interest. Video should be at or under the 90-second restriction.	Candidate is dressed as if they are in a job interview, and in a maintained environment, with minimal background distractions (e.g. little background noise, audio can be heard clearly). Video should be at or under the 90-second restriction.
Self-Knowing	Candidate has made no effort to identify a passion or motivation to succeed. There is little to no identification of what their limitations are.	Candidate has demonstrated a personal passion or motivation to succeed, but may not have a) identified their limitations and/or b) identifies how they will use the program to address these limitations.	Candidate has demonstrated clearly that they have a personal passion or excitement that motivates them to succeed and helps them stand apart from other applicants. Candidate accurately assesses what they're lacking at the moment, and how they will use the program to address these areas.
Communication	Candidate lacks clarity and focus in their communication. Statements are round-about and/or are not logical.	Candidate has attempt to communicate clearly, but there may be a few statements that are confusing to understand, or are run-on sentences.	Candidate communicates with clarity, focus and consistency. All statements are easy-to-understand, and all sentences are concise.
Knowledge	Candidate has made no effort to research the program, or offers shallow-level research/marketing language that can be easily found on materials. Information on resources and program may be erroneous.	Candidate has attempted to show their knowledge of the program, but it either contains glaring oversights, generalizations or erroneous information.	Candidate has clearly and correctly identified resources, and has indicated a proper understanding of how the resource will change their passion into a profession.
Vision	Candidate does not address any discernible goals, or made an attempt to identify at least a field or industry they express interest in.	Candidate has attempted to create goals and identified at minimum a field/industry of interest, but doesn't outline clearly how they plan on making the most of their time in the B+MM Dual Degree.	Candidate has clearly outlined how they plan on making the most out of their time in the B+MM Dual Degree, and has identified a goal/goals.