

The following rubric will be used to evaluate your writing sample. When preparing your document, please follow the *Five C's of Effective Business Writing*. Make your writing: Clear, Concise, Correct, Courteous, and Comprehensive.

Business Memo Rubric

	Unacceptable (10 points)	Acceptable (20 points)	Excellent (25 points)	Score
Format (25 points possible)	<ul style="list-style-type: none"> Incorrect headings, spacing, paragraph breaks, and/or margins. 	<ul style="list-style-type: none"> Inconsistent headings, spacing, paragraph breaks, and/or margins. 	<ul style="list-style-type: none"> Proper headings, spacing, paragraph breaks, and margins. 	
Organization (25 points possible)	<ul style="list-style-type: none"> Unfocused ideas, ineffective paragraphs, incorrect content, and/or non-existent transitions 	<ul style="list-style-type: none"> Partially undeveloped or supported paragraphs. May use questionable transitions. 	<ul style="list-style-type: none"> Cogent ideas, logically developed paragraphs, comprehensive content, and effective transitions 	
Language, Spelling and Grammar (25 points possible)	<ul style="list-style-type: none"> Poor sentence structure, incorrect word usage, several misspelled words, and/or discourteous language. 	<ul style="list-style-type: none"> A moderate number of errors in sentence structure, spelling, and/or word choice. 	<ul style="list-style-type: none"> Varied and effective sentence structure; concise, clear, courteous, and correct language. 	
Punctuation (25 points possible)	<ul style="list-style-type: none"> Frequent and serious errors that significantly interfere with comprehension and negatively influence the reader's perception of the writer. 	<ul style="list-style-type: none"> A moderate number of errors that may interfere with comprehension or may negatively influence the reader's perception of the writer. 	<ul style="list-style-type: none"> Evidence of careful proofreading. Errors do not interfere with comprehension and do not negatively influence the reader's perception of the writer. 	
Total	/100			

Feedback: _____

Evaluation Criteria

Outstanding: (90-100)

The memo demonstrates superior application of business communication concepts and principles outlined in the readings and exercises. The assignment does not contain errors in format, organization, language, spelling, grammar and punctuation.

Above Average: (80-89)

The memo demonstrates above average application of business communication concepts and principles outlined in the readings and exercises. The assignment has a few minor errors in format, organization, language, spelling, grammar and punctuation.

Satisfactory: (70-79)

The memo demonstrates satisfactory application of business communication concepts and principles outlined in the readings and exercises. The assignment has a moderate number of errors in format, organization, language, spelling, grammar and punctuation.

Poor: (1-69)

The memo has an inconsistent application of business communication concepts and principles outlined in the readings and exercises and/or has frequent and serious errors in format, organization, language, spelling, grammar and punctuation.

Incomplete: (0)

The memo was not submitted before the due date and/or was not completed according to the published instructions.