# SHSU College of Business BUAD 3335W Persuasive Business Message Rubric

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**MAJOR:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **FORMAT: \_\_\_\_\_\_\_\_\_CONTENT:\_\_\_\_\_\_\_\_\_\_ WRITING:\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- |
| Competency | Exceeds Expectations | Meets Expectations | Below Expectations |
| **Letter / Memo Format**  \_\_\_\_/15 | * Letterhead is complete * (Memo) “From” line is complete & accurate * Date is complete & correct * Inside address (“To”) is complete & accurate * Salutation is appropriate & complete. * “Subject” line tells purpose & topic * (Letter) Complimentary close/signature is correct & complete | * Letterhead is incomplete * (Memo) “From” line is wrong or incomplete; initials are missing * Date is complete but wrong format * Inside address (“To”) is wrong or incomplete * Salutation is wrong or incomplete. * “Subject” line is incomplete * (Letter) Complimentary close/signature is wrong or incomplete | * Letterhead is missing * (Memo) “From” line is missing * Date is incorrect or missing * Inside address (“To”) is missing * Salutation is inappropriate or missing * “Subject” line is misleading or missing * (Letter) No complimentary close/signature |
| **Document Design**  \_\_\_\_/10 | * Font is attractive and readable * Margins are balanced * Bullets/numbers are used effectively * Headings are used effectively * Spacing between elements is correct | * Font is readable * Margins are mostly balanced * Bullets /numbers are used, but incorrectly * Minimal headings * Spacing between elements is mostly effective | * Font style changes within the do * Margins are unbalanced * No bullets / numbers * No headings or inappropriate * Spacing between elements is wrong |
| **Organization**  \_\_\_\_/15 | * Opening gets attention * Body information maintains interest and raises emotional/rational desires * Paragraphs are short, limited to a single topic * Closing includes a clear, concrete action item * Final thought (PS) is effective/motivates action | * Weak attention getter in opening * Weak attempt to maintain interest and emotional/rational desires in body of message * Some paragraphs are too long * Closing action item is generic or vague * Weak final thought (PS) | * No attention getter in opening * Interest and desires are missing or repeated in body of message * More than one topic per paragraph or no topic sentence * No action item in closing * No final thought (PS) |
| **Diction & Tone**  \_\_\_\_/15 | * Language suits the audience * Action verbs and concrete words are used throughout * You-viewpoint is used throughout * Positive tone is used throughout * No clichés or trite expressions | * Language level varies * Some action verbs and concrete words are used * Some you-viewpoint is used * Some negative language * Some clichés or trite expressions | * Word choice is too formal or casual * No action verbs or concrete words * No you-viewpoint; no rapport * Tone is negative throughout * Too many clichés or trite expressions |
| **Content**  \_\_\_\_/30 | * Information is complete * Information is clear * Only relevant info is included * Strong reader benefits (intrinsic/extrinsic) * All information is correct | * Information is incomplete * Some information is unclear * Some information is irrelevant * Weak reader benefits (intrinsic/extrinsic) * Some information is incorrect | * Too much missing information * Message is unclear * Too much irrelevant Information * No reader benefits * Too much inaccurate Information |
| **Grammar, Usage,**  **Mechanics**  \_\_\_\_/15 | * Sentence syntax is correct * Sentences are concise * No passive voice sentences * No spelling errors * No mechanics errors * No grammar errors * No word choice errors | * 1 fragment or run-on sentence * 1-2 wordy expressions * Some passive voice * 1 spelling error * 1 mechanics error * 1 grammar error * 1 word choice error | * 2 or more fragments or run-on sentences * Sentences lack conciseness * Too much passive voice * 2 or more spelling errors * 2 or more mechanics errors * 2 or more grammar errors * 2 or more word choice errors |

**Total Points:\_\_\_\_\_\_\_\_\_\_\_/100**