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

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

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

|  |  |  |  |
| --- | --- | --- | --- |
| 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**