

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

Total Points: _____/100