

ENL 265: Business Communication Job Packet

Assignment description: Research the skills you will need as a professional in your field, writing a resume and two cover letters that respond to a specific audience. Justify decisions, using key concepts from the reading, making claims and supporting those claims with evidence.

		Exemplary	Meets Expectation	Needs Work
Content	Has appropriate amount of information for audience. Avoids generalizations. Gives specific and descriptive information that meets reader's needs and reinforces reader's benefits. Makes claims and supports those claims with evidence.			
Organization	Organizes information into logical and coherent sections, paragraphs, and lists etc. Introduces and concludes the document and each section and paragraph. Includes forecasting statements (document level) and topic sentences (paragraph level). Paragraph length is appropriate—not too long or short.			
Style	Has a professional tone. Uses you-attitude and positive emphasis. Is concise and to the point. Avoids assumptions about the reader.			
Design	Formatting is parallel and length appropriate. Makes good use white space and fonts. Uses headings, sub-headings, bold-face, italics, spacing, bullets to make page easily scanned. Documents are not templates.			
Mechanics	Is written in mechanically and grammatically sound American English.			

Name _____

Grade _____

Grading Criteria. All major assignments will be evaluated using the following criteria:

- A Exemplary.** Shows excellent analysis of the assignment and provides an imaginative and original response. Successfully adapts to the audience, context, and purpose of the assignment. Contains no mechanical errors and requires no revisions. The assignment is ready to be presented to the intended audience.
- B Accomplished.** Shows judgment and tact in the presentation of material and responds appropriately to the requirements of the assignment. Has an interesting, precise, and clear style. Contains minor mechanical errors and requires revision before the assignment could be sent to the intended audience.
- C Developing.** Meets all the basic criteria of the assignment, and provides a satisfactory response to the rhetorical situation. There is nothing remarkably good or bad about the work, and equivalent work could be sent out in the professional world following revisions to the organization, style, or delivery of the assignment.
- D Beginning.** Responds to the assignment, but contains significant defects in one of the major areas (content, substance, organization, style, or delivery). The assignment could not be presented to the intended audience without significant revision.
- F Unacceptable.** Provides an inadequate response to the assignment or shows a misunderstanding of the rhetorical situation. Contains glaring defects in one or more of the major areas (content, substance, organization, style, or delivery). The assignment could not be presented to the intended audience.