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| **Business Letter**Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| CATEGORY | **4** | **3** | **2** | **1** |
| **Sentences & Paragraphs** | Sentences and paragraphs are complete, well-constructed and of varied structure. | All sentences are complete and well-constructed (no fragments, no run-ons). Paragraphing is generally done well. | Most sentences are complete and well-constructed. Paragraphing needs some work. | Many sentence fragments or run-on sentences OR paragraphing needs lots of work. |
| **Grammar & spelling (conventions)** | Writer makes no errors in grammar or spelling. | Writer makes 1-2 errors in grammar and/or spelling. | Writer makes 3-4 errors in grammar and/or spelling | Writer makes more than 4 errors in grammar and/or spelling. |
| **Ideas** | Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about. | Ideas were expressed in a pretty clear manner, but the organization could have been better. | Ideas were somewhat organized, but were not very clear. It took more than one reading to figure out what the letter was about. | The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about. |
| **Content Accuracy** | The letter contains at least 3 compelling arguments for the manufacturer to consider. | The letter contains at least 2 compelling arguments for the manufacturer to consider. | The letter contains at least 1 compelling arguments for the manufacturer to consider. | The letter contains no compelling arguments for the manufacturer to consider. |
| **Format** | Complies with 100% of the requirements for a business letter [as per the handout] | Complies with 75% of the requirements for a business letter [as per the handout] | Complies with 50% of the requirements for a business letter [as per the handout] | Complies with less than 75% of the requirements for a business letter [as per the handout] |

TOTAL: /20