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Assignment # 2: Two Email Messages

Respond to the requests for messages below. Each message should be about 250-300 words in length.

Remember that there are two types of messages: in-house messages (within the organization, usually to a very specific audience) and out-of-house messages (to clients/businesses or service providers outside the organization and to other organizations, usually to a broader audience). If in doubt about formats, see pages 390 to 394 in your textbook.

1. Communication on Etiquette Training

Situation: Potential customers often visit your production facility before making purchase decisions. You work in the sales department. You and the people who report to you have received extensive training in etiquette issues; this is because you frequently deal with high-profile clients. However, the rest of the workforce has not received such training, and you worry that someone might inadvertently say or do something that would offend one of your potential customers.

Task: Write a multiple paragraph in-house email to your general manager explaining why you think etiquette training should be given to all company members who might come in contact with customers.

2. Promotional Message

Situation: You work at an electronics store. You want to sell off excess winter season stock.

Task: Write a multiple paragraph promotional out-of-house email to all those on your website announcing a temporary price reduction on high definition television sets.

Assessment/Grading:

Two points will be given for each item below. Each message will be graded out of 10 points.

1. Have you used an audience-centered approach?
2. Is the purpose of your message clear?
3. Have you emphasized the positive? Have you used a conversational tone?
4. Have you balanced details with general statements?
5. Is your writing free of grammatical errors and biased language?



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