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The assignment will be graded using the following rubric:

Outcomes Assessed	<ul style="list-style-type: none"> Assess the business messages communicated to external and internal parties. Use technology and information resources to research issues in business communications.
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Points: 240		Assignment 2: In-Depth Audience Analysis			
Criteria	Unacceptable	Fair	Proficient	Exemplary	
	Below 70% F	70-79% C	80-89% B	90-100% A	
1. Illustrate the message's view of the audience and stakeholders based on the written profile. Weight: 20%	Did not submit or incompletely illustrated the message's view of the audience and stakeholders based on the written profile.	Partially illustrated the message's view of the audience and stakeholders based on the written profile.	Satisfactorily illustrated the message's view of the audience and stakeholders based on the written profile.	Thoroughly illustrated the message's view of the audience and stakeholders based on the written profile.	
2. Create your own analysis of the community stakeholders and audience using the demographics, geographics, psychographics, sociographics, usergraphics, and webographics described in this chapter. Weight: 20%	Did not submit or incompletely created your own analysis of the community stakeholders and audience using the demographics, geographics, psychographics, sociographics, usergraphics, and webographics described in this chapter.	Partially created your own analysis of the community stakeholders and audience using the demographics, geographics, psychographics, sociographics, usergraphics, and webographics described in this chapter.	Satisfactorily created your own analysis of the community stakeholders and audience using the demographics, geographics, psychographics, sociographics, usergraphics, and webographics described in this chapter.	Thoroughly created your own analysis of the community stakeholders and audience using the demographics, geographics, psychographics, sociographics, usergraphics, and webographics described in this chapter.	
3. Give two recommendations that would improve the message, based on audience analysis. Weight: 20%	Did not submit or incompletely gave two recommendations that would improve their message, based on audience analysis.	Partially gave two recommendations that would improve their message, based on audience analysis.	Satisfactorily gave two recommendations that would improve their message, based on audience analysis.	Thoroughly gave two recommendations that would improve their message, based on audience analysis.	
4. Provide your rationale as to why your version would be better than the original. Weight: 20%	Did not submit or incompletely provided your rationale as to why this version would be better than the original.	Partially provided rationale as to why this version would be better than the original.	Satisfactorily provided rationale as to why this version would be better than the original.	Thoroughly provided rationale as to why this version would be better than the original.	
5. Clarity Weight: 10%	Did not complete the assignment or explanations are unclear and not organized. (Major issues)	Explanations generally unclear and not well organized. (Many issues)	Explanations generally clear and/or organized. (Minor issues)	Explanations very clear and well organized. (Added helpful details.)	
6. Writing – Grammar, sentence structure, paragraph structure, spelling, punctuation, APA usage. Weight: 10%	Did not complete the assignment or had 8 or more different errors in grammar, sentence structure, paragraph structure, spelling, punctuation, or APA usage. (Major issues)	Had 6 – 7 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation, or APA usage. (Many issues)	Had 4 – 5 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation, or APA usage. (Minor issues)	Had 0 – 3 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation, or APA usage.	



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