

# Business Writing Tips Assignment

**Due Date: 11:59 pm EST, Sunday of Unit 3**

**Points: 100**

## **Overview:**

In business, composing a message requires following a few key steps. The writer must adapt to his or her audience, choose powerful words, selecting the right medium and proofreading. In this assignment, you are going to practice using a blog as a medium for delivering your message.

## **Instructions:**

- Use information from the Readings and Resources to develop your Top 5 Business Writing Tips.
- Create your blog in a Word document.

## **Requirements:**

- Research effective blogs and set up your Word document to look like a blog.
- Be creative in your layout.
- Have a title, date, introduction, body and conclusion.
- Avoid plagiarism, summarize, quote and include your references in APA format.
- Proofread and spellcheck.

**Be sure to read the criteria by which your work will be evaluated before you write and again after you write.**

### Evaluation Rubric for Top 5 Business Writing Tips Assignment

CRITERIA	Deficient	Needs Improvement	Proficient	Exemplary
	<i>(0-13.9 points)</i>	<i>(14-15.9 points)</i>	<i>(16-17.9 points)</i>	<i>(18-20 points)</i>
<b>Content and Substance</b>	Content does not address any business writing tips.	Content addresses less than five business writing tips and relevant details are lacking.	Content addresses five business writing tips with three relevant and sufficient details.	Content addresses five business writing tips and details are relevant, on-topic and substantive.
<b>Organization</b>	Blog format is not used. There is no structure to the blog.	There is an attempt at blog format, but there are some organizational issues.	Blog format is used, but there are some organizational issues.	Blog format is used and the structure substantially communicates a clear message.
<b>Tone</b>	Professional tone/style is not employed.	Professional tone/style is inconsistent.	Professional tone/style is consistent.	Professional tone/style is carefully crafted and enhances the message.
<b>Sentence Structure, Word Choice and Transitions</b>	Sentence structure and word choice are deficient; not transitions.	Sentence structure is lacking, word choice is poor; some transitions.	Sentence structure exists, but does not vary, word choice is good; transitions employed.	Sentences are complete, and their structure and length are varied, creating fluidity. Excess phrases and sentences are eliminated for greater clarity. Concise style with transitions employed.
<b>Grammar, Punctuation, and Spelling; Error-Free Writing</b>	Writing with significant errors.	Writing with some errors.	Writing with few grammar, punctuation, or spelling errors.	Writing with no errors.