Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

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| **Points: 40** | **Week 3 Assignment 2: Text Messages** | | | | |
| **Criteria** | **Unacceptable Below 60% F** | **Meets Minimum Expectations 60-69% D** | **Fair** **70-79% C** | **Proficient** **80-89% B** | **Exemplary** **90-100% A** |
| 1. Construct a text message in two to three (2-3) complete sentences.  Weight:  25% | Did not submit or incompletely constructed a two to three (2-3) complete sentence text message. | Insufficiently constructed a two to three (2-3) complete sentence text message. | Partially constructed a two to three (2-3) complete sentence text message. | Satisfactorily constructed a two to three (2-3) complete sentence text message. | Thoroughly constructed a two to three (2-3) complete sentence text message. |
| 2. Target the appropriate professional audience.  Weight: 10% | Did not submit or incompletely targeted the appropriate professional audience. | Insufficiently targeted the appropriate professional audience. | Partially targeted the appropriate professional audience. | Satisfactorily targeted the appropriate professional audience. | Thoroughly targeted the appropriate professional audience. |
| 3. Use appropriate language for professional audience.  Weight: 20% | Did not submit or incompletely used appropriate language for professional audience. | Insufficiently used appropriate language for professional audience. | Partially used appropriate language for professional audience. | Satisfactorily used appropriate language for professional audience. | Thoroughly used appropriate language for professional audience. |
| 4. Follow appropriate netiquette rules for electronic communication.  Weight: 20% | Did not submit or incompletely followed appropriate netiquette rules for electronic communication. | Insufficiently followed appropriate netiquette rules for electronic communication. | Partially followed appropriate netiquette rules for electronic communication. | Satisfactorily followed appropriate netiquette rules for electronic communication. | Thoroughly followed appropriate netiquette rules for electronic communication. |
| 5. Meet fifty (50) word minimum requirement.  Weight: 10% | Did not submit or incompletely met the assignment word count of fifty (50) words. | Insufficiently met the assignment word count of fifty (50) words. | Partially met the assignment word count of fifty (50) words. | Satisfactorily met the assignment word count of fifty (50) words. | Thoroughly met the assignment word count of fifty (50) words. |
| 6. Use correct sentence mechanics, grammar, spelling, punctuation, and style. Weight: 10% | Did not submit or had more than 8 errors present. | 7-8 errors present | 5-6 errors present | 3-4 errors present | 0-2 errors present |
| 7. Follow APA formatting rules for cover page.  Weight: 5% | Did not submit or incompletely followed APA formatting rules. | Insufficiently followed APA formatting rules. | Partially followed APA formatting rules. | Satisfactorily followed APA formatting rules. | Thoroughly followed APA formatting rules. |