

Individual Project Rubric

Criterion	Unacceptable	Minimum	Satisfactory	Excellent	Weight
Completion	Work is not done.	Work is partly complete, work is shown, and some elements are present.	Work is mostly complete, and most elements are present.	Work is complete, with all parts present.	
score	0	10	17	20	20
Comprehension	Work demonstrates no understanding of purpose of business communication or format of letters required in this activity.	Work demonstrates minimum understanding of purpose of business communication and format of letters required in this activity.	Work demonstrates satisfactory understanding of purpose of business communication and format of letters required in this activity.	Work demonstrates exceptional understanding of purpose of business communication and format of letters required in this activity.	
score	0	10	20	30	30
Accuracy	Content of letters does not express the information or argument required in this activity.	Content of letters minimally express the information and argument required in this activity.	Content of letters satisfactorily express the information and argument required in this activity.	Content of letters effectively and clearly express the information and argument required in this activity.	
score	0	10	20	30	30
Writing Quality	The writing style, tone, and word choice are not appropriate for the purpose of the letter and writing contains many spelling or grammatical errors.	The writing style, tone, and word choice are sometimes appropriate for the purpose of the letter and writing contains some spelling or grammatical errors.	The writing style, tone, and word choice are mostly appropriate for the purpose of the letter and writing contains few spelling or grammatical errors.	The writing style, tone, and word choice are appropriate for the purpose of the letter and writing contains no spelling or grammatical errors.	
score	0	7	17	20	20