

Business Communication Program rubric for writing assignments							
Criteria	Ratings						Pts
AUDIENCE-ORIENTED Audience is clear. Purpose is clear and well-articulated. The writer adapts content to the expectations, interests, level of understanding, attitudes, and informational needs of audience.	10 pts Exceptional	9.5 pts Proficient	8.5 pts Competent	7.5 pts Developing	6.5 pts Beginner	0 pts Unprofessional	10 pts
EVIDENCE-DRIVEN AND WELL-REASONED Content meets requirements of assignment. The writer supports claims with persuasive evidence and ideas that have been thoroughly examined and are relevant to the thesis. The writer uses logical reasoning to generate analysis and support claims. Sources are reliable and credible. The writer cites sources flawlessly using an acceptable format.	35 pts Exceptional	33 pts Proficient	29.5 pts Competent	26 pts Developing	22.5 pts Beginner	0 pts Unprofessional	35 pts
ORGANIZED Content is logically organized. Paragraphs are tight, unified, and demonstrate good linkage. Opening and closing are well suited to audience and purpose. Headings and subheadings convey levels of importance.	20 pts Exceptional	19 pts Proficient	17 pts Competent	15 pts Developing	13 pts Beginner	0 pts Unprofessional	20 pts
WELL-DESIGNED AND FORMATTED Headings, bulleted and numbered lists, typography, spacing, and color achieve good rhetorical effect. Graphics are impactful, relevant, titled, integrated into the prose, and properly cited. Format and appearance are clean and professional.	15 pts Exceptional	14 pts Proficient	12.5 pts Competent	11 pts Developing	9.5 pts Beginner	0 pts Unprofessional	15 pts
WELL-WRITTEN Writing is clear and concise and exhibits a professional style. Level of formality is appropriate. The writer uses positive framing effectively. Word choices are consistently correct, clear, and effective. No improvements are needed in terms of spelling, grammar, usage, punctuation, and mechanics.	20 pts Exceptional	19 pts Proficient	17 pts Competent	15 pts Developing	13 pts Beginner	0 pts Unprofessional	20 pts
Total Points: 100							