

Blog Assignment Revision Rubric – Getchell 2017
 MOB 7501 Strategic Writing for Managers

Author: Jones	Outstanding	Satisfactory	Needs Significant Work
Content: relevance of topic, establishment of credibility	While the United/Continental merger is a few years old, your perspective on the aftermath and ability to make this event accessible to a larger audience contribute to its relevance and appropriateness. One effective connection is the pilots' union letter. Also, your interest in pursuing a career in the industry makes this an ideal topic.		
Readability (accessibility of organization, high skim value)		You whittled down these paragraphs well. They are much more readable. The pull quote questions are a good organizing technique. The transition from intro context to your own interest in airlines is still a bit abrupt. Revisit this section and my comments on transitions throughout.	
Tone: professionalism and approachability, connection to audience	Your tone is professional, approachable, earnest. I connected the confidence in your tone with knowledge.		
Writing conventions (grammar, spelling, punctuation, attribution)	Excellent. See my small handful of comments on word choice and punctuation.		