

### Business Communication Boot Camp Scoring Rubric

Scoring Criteria	Excellent	Strong	Average	Weak
<b>Content</b>	Responds at professional level to prompt; reflects nuanced grasp of case and its broader context; develops and supports points expertly; details are strategically chosen; scope is appropriate to task with no shortage or excess of content; information is completely accurate and fully relevant to rhetorical situation.	Responds fully to prompt; demonstrates strong grasp of case and its broader context; develops and supports points well; details are specific and carefully chosen; scope is generally appropriate to task; information is accurate and generally relevant to rhetorical situation.	Responds somewhat to prompt; may evidence less than full grasp of case; develops or supports points only partially; lacks some specifics or includes some unnecessary detail; scope is too narrow or overly broad for task; some information is inaccurate or irrelevant to rhetorical situation.	Fails to respond to prompt; appears not to have read or understood case; points are frequently underdeveloped or unsupported; detail is lacking or random; scope is inadequate to task; information is largely inaccurate or irrelevant to rhetorical situation.
<b>Rhetorical Effectiveness</b>	Expresses exceptionally strong audience awareness and you attitude; not only achieves task's purpose but strengthens relationship with reader; responds to context beyond immediate task; employs multiple techniques to build credibility; uses compelling reasoning and evidence; reflects uncommonly strong critical and strategic thinking throughout; is entirely convincing.	Expresses strong audience awareness and you attitude; fully achieves task's purpose; responds to immediate context of task; employs some techniques to build credibility; uses convincing reasoning and evidence; reflects strong critical and strategic thinking overall; is generally convincing.	Expresses some audience awareness and you attitude; may achieve immediate purpose of task but without building credibility or advancing relationship with reader; overlooks some elements of context; employs some reasoning and evidence; reflects limited critical and strategic thinking; is largely unconvincing.	Expresses little or no audience awareness or you attitude; fails to engage reader or achieve purpose of task; overlooks or fails to reference context; employs little or no reasoning and evidence; reflects little or no critical or strategic thinking; is wholly unconvincing.
<b>Format and Organization</b>	Makes strategic use of appropriate message pattern; ideas, paragraphs, and sentences flow seamlessly, creating overall coherence; transitions are chosen and utilized expertly; formatting for document type is flawless; document is exceptionally well-designed and makes highly effective use of readability strategies.	Uses appropriate pattern for message (i.e., routine, bad news, or persuasive); most ideas, paragraphs, and sentences flow smoothly and logically; transitions are used to guide reader; formatting for document is largely correct; document is well-designed and makes effective use of some readability strategies.	May depart from appropriate message pattern; ideas, paragraphs, and sentences don't always flow smoothly or logically; transitions are infrequent or incorrectly used; contains some errors in document formatting; document reflects little attention to design and makes little use of readability strategies.	Departs completely from appropriate message pattern; ideas, paragraphs, and sentences are jumbled and disconnected; no attempt at transitions; document is poorly formatted with no attention to models provided; document reflects no attention to design and makes no use of readability strategies.
<b>Style and Tone</b>	Writing style is elegant with strong sentence variety; writing has been edited extensively for clarity and conciseness; words are chosen for interest and impact; tone is suitably professional but warm; levels of directness and formality are expertly calibrated to context, purpose, and audience.	Writing style is vigorous with some sentence variety; writing is largely clear and concise; words are appropriately chosen; tone is suitably professional; levels of directness and formality are generally appropriate to context, purpose, and audience.	Writing style may lack variety and vigor; writing is sometimes unclear or unnecessarily wordy; word choice or usage is sometimes incorrect; tone may be brusque, demanding, or otherwise inappropriate; levels of directness and formality are sometimes inappropriate to context, purpose, and audience.	Writing style is unacceptable at college level with little or no attempt at sentence variety, coordination, or subordination; writing is lacking in clarity, conciseness, and/or coherence; tone is unprofessional; levels of directness and formality are inappropriate to context, purpose, and audience.

Scoring Criteria	Excellent	Strong	Average	Weak
<b>Correctness</b>	Grammar, spelling, punctuation, usage, and mechanics are flawless throughout; document has been edited extensively for correctness.	Errors in grammar, spelling, usage, and mechanics are infrequent and non-distracting; document has been edited with some care and attention to correctness.	Errors in grammar, spelling, usage, or mechanics are frequent and distracting; document does not reflect careful editing or attention to correctness.	Errors in grammar, spelling, usage, and mechanics make document difficult or impossible to read; document reflects no editing or attention to correctness.
<b>TOTAL</b>				