**Assignment 1: Professional Email Message**

Due Week 2 and worth 100 points

Choose one of the professional scenarios provided in Blackboard under the Week 1 tab.

Write a Professional Email Message (in the form of Figure 5.1 on page 76 of *BCOM7*) from the perspective of a character in the scenario. The email should discuss the communication issue provided in the scenario and should be addressed to another character from the scenario.

The message should take the form of an email; however, you will submit your assignment to the online course shell.

The professional email message must adhere to the following requirements:

1. Content:
	1. Address the communication issue from the scenario.
	2. Request a face-to-face meeting to discuss the issue (at a specific time).
	3. Concentrate on the facts of the situation and avoid using overly emotional language.
	4. Assume your recipient is learning about the situation for the first time through your communication.
2. Format:
	1. Use a descriptive subject line or heading.
	2. Include an appropriate and professional greeting / salutation.
	3. Use email form including: To:, From:, Subject:, and Signature.
3. Clarity / Mechanics:
	1. Focus on clarity, writing mechanics, and professional language/style requirements.
	2. Run spell/grammar check before submitting.

Your assignment must:

* Be typed, single-spaced, using Times New Roman font (size 12), with one-inch margins on all sides. Your professor may provide additional instructions.

Submitting your assignment:

* Submit your assignment through the online course shell only.

The specific course learning outcomes associated with this assignment are:

1. Plan, create, and evaluate professional documents.
2. Write clearly, coherently, and persuasively using proper grammar and mechanics, and formatting appropriate to the situation.
3. Deliver professional information to various audiences using appropriate tone, style, and format.
4. Analyze professional communication examples to assist in revision.

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| **Points: 100** | **Assignment 1: Professional Email Message** |
| **Criteria** | **Unacceptable****Below 60% F** | **Meets Minimum Expectations****60-69% D** | **Fair****70-79% C** | **Proficient****80-89% B** | **Exemplary****90-100% A** |
| 1. Submission meets the content requirements outlined in assignment details.Weight: 30% | Submission content missing multiple required elements, has multiple issues with development of content, or does not relate to the stated requirements. | Submission missing at least one noted content requirement and has multiple issues with development of provided content items. | Submission is missing at least one requirement or has specific development issues with provided content items. | Submission includes all stated requirements and most are well developed. | Submission includes all stated requirements and is well developed. |
| 2. Assignment meets the format requirements outlined in assignment details.Weight: 25% | Assignment makes little or no attempt to meet the stated format requirements. | Assignment is missing at least two format requirements (or there are major errors as noted in comments). | Assignment is missing at least one format requirement and/or has 4-5 minor errors. | Assignment includes all stated format requirements and has 2-3 minor errors. | Assignment includes all stated format requirements and has 0-1 minor errors. |
| 3. Audience, Purpose, and Overall Effectiveness of the Professional Email Message.Weight: 30% | The message is not properly targeted, the purpose is unclear, and/or the message is ineffective in achieving its goal(s). | The professional email has major errors in at least two of the areas (Audience, Purpose, or Overall Effectiveness). | The professional email has a major error in at least one of the areas (Audience, Purpose, or Overall Effectiveness).  | The professional email mostly addresses the proper audience, generally achieves its purpose, and is somewhat effective. | The professional email addresses the proper audience, achieves its purpose, and is effective. |
| 4. Clarity, writing mechanics, professional language/style requirements.Weight: 15% | 9+ errors present. | 7-8 errors present. | 5-6 errors present. | 3-4 errors present. | 0-2 errors present. |