Guidelines for Formal Email Assignment

The email must reflect the following criteria:

1. Proper business tone and etiquette as discussed in your textbook on pages 180-182.
2. Maximum of 300 words
3. Focuses on a specific issue, problem, upgrade, modification, or change that you wish to propose in a ***specific company or environment***. In other words, you must choose a real company (preferably a company that you have worked for or wish to work for) or organization (i.e. military, church, nonprofit). This ***cannot be a made-up company or organization.*** This change that you are proposing can be manufactured, but the environment must be real, meaning you will eventually need to identify real people in the company that could actually respond to your proposal.
4. This issue or change you are proposing can focus on any area that interests you:
	1. Management (perhaps a call for change in management styles)
	2. Training techniques
	3. Communication (between employees, between management and employees, or even between employees and customers)
	4. Technology
	5. Safety
	6. Ethics
	7. Employee turnover/morale
	8. Human Resources
	9. Health
5. I would like the email to follow a simple four-paragraph structure:
	1. State your proposed change and the specific company (2-3 sentences)
	2. Background which briefly establishes the reason for the change. In other words, what situation leads you to believe that this proposal is necessary?
	3. Details of your proposed change (this should be the longest portion of your email)
	4. Closing