Freshman Business Connections 2018 Business Brief Rubric

	Unsatisfactory	Satisfactory
Purpose & Audience	- Student misunderstands the purpose of the brief - Student provides 0-1 recommendations - Student addresses the wrong audience	- Student understands the purpose of the brief - Student provides 2 recommendations - Student address the correct audience
Organization & Synthesis	- Brief not organized in a logical way - Brief lacks synthesis of ideas; student simply states facts - Brief lacks evidence to support its recommendations	- Brief is organized in a logical way - Student synthesizes information into a coherent, plausible recommendation - Brief contains factual support for all recommendations
Professionalism & Style	- Student uses inappropriate tone - Style is too informal or unprofessional - Student uses slang, jokes, or jargon - Student does not demonstrate appropriate level of cultural/global sensibility and awareness - Brief suffers from wordiness/unnecessary information that prevents easy understanding	- Student uses a professional yet conversational tone - Style is appropriate yet engaging - Student does not use slang, jokes, or jargon - Student demonstrates an appropriate level of cultural/global sensibility and awareness - Brief uses concise phrasing and precise language; an average reader could easily understand information on first read-through
Grammar & Punctuation	Brief contains extensive errors in the areas below that would distract the average reader *or* make comprehension difficult for the average reader: - Spelling - Grammar - Punctuation - Word choice	Brief may contain some minor spelling, grammar, punctuation, or word choice errors, but not enough to distract the average reader. Also, the average reader would have no trouble understanding the brief on the first read-through. In short, the writer's credibility would not suffer due to the frequency of these types of errors.
Genre conventions & Format	- Brief fails to follow the format given in the model - Brief lacks correct parenthetical citations - Brief lacks a reference page *or* reference page contains incorrectly cited materials	- Brief follows the format given in the model - Brief contains a reference page *and* all sources are cited correctly per APA formatting guidelines given in the assignment prompt - Brief contains correct APA parenthetical citations