**The Business Letter** – You will have two days in class to complete a formal typed letter (see class samples).

1. Communication is essential for surviving in the 21st century. Knowing how to communicate with others in multiple forms is an essential part of life! You’re going to write a business letter, requesting information about the college of your choice.
2. Guidelines for Success in a Formal Business Letter:
   1. Use formal English
   2. Be clear and concise about what you are asking.
   3. Use the correct business letter format!!!!!! (see examples)
   4. You are writing to department head or chair of department or dean of department - in other words the person in charge of your area of interest (make sure you know who it is and their title!)
   5. Take advantage of this extra credit opportunity. If you mail your letter and receive a response from the institution, I will add 3 points to your lowest assignment score.
3. **You must turn in a copy of your letter for a grade before moving to the next stage.**

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| **Category** | **9-10 points** | **8 points** | **7 points** | **6 points** |
| Ideas/Content –  Introduction Paragraph  Body Paragraph  Closing Paragraph | Ideas are expressed in a clear and organized fashion. It is easy to figure out what the letter was about. | Ideas are expressed in a pretty clear manner, but the organization could be better. | Ideas are somewhat organized, but are not very clear. It takes more than one reading to figure out what the letter was about. | The letter seems to be a collection of unrelated sentences. It is very difficult to figure out what the letter is about. |
| Salutation and closing | The date, the heading, the salutation and closing are all done according to the instructions. | All but one or two items are done correctly. | Several directions have been incorrectly followed | Most of the directions are not followed. It is evident that the student did not read the directions. |
| Time | The letter is handed in on time | 1-2 days late | One week late | Over a week late |
| Neatness | Letter is typed, clean, not wrinkled, and is easy to read with no distracting error corrections. It was done with pride. | The letter is cleanly done. There are 1-2 corrections | The letter is a little bit messy but still attractive | The letter is poorly and sloppily presented. Don’t mail it!! |
| Mechanics | Capitalization and punctuation are correct throughout | There is 1 error | There are 2 errors | There are more than 2 errors |