Rubric for Business Letter Writing

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| Criteria | weight | 4 – Exemplary | 3 – Accomplished | 2 – Developing | 1 – Beginning |
| **Organization** | 25% | * Accurately uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy) | * Mostly uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy) | * Some noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy) | * Several noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy) |
| **Content** | 25% | * Letter clearly states the purpose * Appropriate explanations or facts used to support the main idea * Easy to follow * Tone is appropriate for intended audience | * Letter clearly states the purpose * Some explanations or facts used to support the main idea * Somewhat hard to follow * Tone is generally appropriate for intended audience | * Purpose of letter is unclear * More explanations or facts need to be used to support the main idea * Hard to follow * Tone is too formal or too informal for intended audience | * Purpose of letter is unclear * Main idea is not supported by explanations or facts * Letter rambles; hard to follow or understand * Tone is inappropriate for intended audience |
| **Appearance** | 25% | * Typed, using correct spacing, font, and format | * Letter typed with few problems in spacing, font, or format | * Letter typed with frequent problems in spacing, font, or format | * Letter not typed; wrong format used and hard to read |
| **Language Usage** | 25% | * Accurate use of punctuation and grammar * No spelling errors | * One or two mistakes with punctuation or grammar * One or two spelling errors | * More than two mistakes in punctuation or grammar * More than two spelling errors | * Incorrect use throughout the letter of punctuation or grammar * Frequent spelling errors distract from letter |