### Written Communication Rubric

#### Masters Level

<table>
<thead>
<tr>
<th>Program: MBA</th>
<th>Instructor:</th>
<th>Student:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Semester:</td>
<td>Year:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Does not Meet</th>
<th>Meets</th>
<th>Exceeds</th>
</tr>
</thead>
</table>
| Formatting     | 0-1 point
Reflects little or no knowledge of correct standards set forth by the instructor | 2-3 points
Contains a few deviations from correct document standards | 4-5 points
Adheres to correct standards set forth by instructor (APA, MLA, etc) |
| Mechanics      | 0-1 point
Contains excessive errors including misspellings, jargon, slang, or poor wording | 2-3 points
Contains few distracting errors that include a misspelled word or unclear terminology | 4-5 points
Contains no misspellings or grammatical errors and avoids using jargon |
| Writing Style  | 0-1 point
Writing is unclear, wordy, and uses inappropriate tone | 2-3 points
Writing is mostly clear, coherent, and presents appropriate tone, but does deviate at points in the assignment | 4-5 points
Writing is clear, coherent, and presents appropriate tone that enhances the objective of the assignment |
| Organization   | 0-1 point
Fails to present information in a logical sequence | 2-3 points
Presents information in a logical sequence with only few gaps in the argument | 4-5 points
Presents information in a logical sequence and makes a convincing argument |
| Content        | 0-1 point
Fails to identify the main point and/or fails to provide adequate supporting information | 2-3 points
Identifies main idea and provides most of the necessary supporting information | 4-5 points
Identifies main idea and provides all the necessary supporting information |
| Subtotal       |                                                                 |                                                                      |                                                                       |