

GB512: Unit 1 Assignment Grading Rubric

Complete the Unit 1 persuasive memo Learning Activity prior to starting this Assignment.

Unit 1 Assignment Grading Rubric	Percent possible	Points possible	Points Earned
Content per Checklist	100%	100	
The persuasive memo responds to the following checklist items providing complete information demonstrating analysis and critical thinking:	70%		
Justifies taking this course and persuades the supervisor; includes an outline of the benefits the company will receive from his/her participation in such an effort.		40	
Includes the amount of money sought		5	
Specifies how long the course will take to complete, and how his/her time spent completing the course will impact performance at work.		25	
Subtotal:	70%	70	
Writing (logical and flow from point-to-point), spelling, grammar, and mechanics in a 350–500 word persuasive memo format (per the example in Course Documents) in a Word Document	30%	30	
	Percent	Total Points possible	
Your Score:	100%	100	