

GB512: Unit 2 Assignment Grading Rubric

Unit 2 Assignment Grading Rubric Instructions: Submit the letter package as one Word document file in this order: Memo to Snyder, References, Draft letter to the distributor.	Percent possible	Points possible	Points Earned
Content per Checklist	100%	100	
Response to the checklist items provides complete information regarding the country chosen for market expansion of the scenario product demonstrating analysis and critical thinking:			
PART ONE – Memo to Snyder			
Outlines the research done to select a viable country for distribution of the language translation software and why that country was chosen as a viable market		10	
Reviews sources that support the country selected and appropriate cultural etiquette for communicating in writing with business people in that country		10	
Clearly explains criteria used in drafting the letter to the distributor		10	
Provides the bottom line on top (as described in Flood text) in a memo of 350–500 words		10	
Includes at least two viable references cited in the body of the memo to Anne Snyder in APA format. Also includes an additional APA* formatted reference page.		10	
Subtotal:	50%	50	
PART TWO – Draft letter to distributor			
Introduces self and the company and the language translation software product to the chosen country distributor, meeting the distributor’s cultural expectations.		10	
Expresses interest in working with the distributor and why the distributor should be interested in distributing the language translation software		10	
Addresses the cultural expectations relevant to the country chosen as outlined in the memo to Snyder		10	

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Memo to Snyder, references, and draft letter to distributor are clear, professional, and appropriate to the business scenario. Logical flow from point-to-point, correct spelling and grammar**.		20	
Total:	100%	Possible Points: 100	

*Any proposal found to contain more than 15% direct quote will be subject to scrutiny for violation of the University's Policy of Academic Integrity and point deduction could be substantially higher depending upon the prevalence of direct quote. Any submission that is plagiarized or otherwise violates academic integrity will earn a grade of "0" and the incident will be reported to the Provost's Office.

**Any submission containing grammatical errors that are so serious as to interfere with delivery of the message earns a grade of 0. Serious grammatical errors include sentence errors – fragments, run-on sentences, comma splices. Further, errors in coherence, punctuation, organization, and logic have the potential to earn a grade of 0. Such errors present a serious obstacle in conveying your ideas and submissions containing such errors cannot earn a passing grade. At the professor's discretion, revisions may be permitted.

Any submission that fails to address the topic given or the assignment goal will earn a grade of 0 and/or a request for revision by the instructor.