

## [Unit 1] MT480- Unit 1 Assignment 2 Rubric

The following is a general structure for informational business letters; however, this is not a template, and modifications may be necessary for composing this type of letter. An example is included at the end of this list.

**Letterhead.** Most companies have stationary that has the company logo and contact information at the top. Generally, readers expect to see business letters on letterhead because it adds to the company's credibility; so if this is available, it is advisable to use it for all business correspondence to outside customers or clients. It is generally not needed for internal letters or memos.

- **Opening information.** This includes a date and the name and address of the customer.
- **Introductory paragraph.** For an informational business letter, the introduction can go several ways. It can introduce the product or service or it can establish a problem for which the reader will want to know a solution.
- **Body paragraphs.** Body paragraphs will follow the lead made in the introduction. This is where you give details about the product or service and explain how it will solve a problem you think the reader faces.
- **Closing paragraph.** Here is where you might give your strongest point or last pitch and provide contact information.
- **Complementary close.** The letter should end with a close like, Sincerely, or Best, or Respectfully.
- **Signature block.** Sign your name and include your title.
- **Format of business letters.** Business letters are written single-spaced and generally in a block format, which means that everything is aligned to the left margin. In block format, paragraphs are generally not indented, so double space between paragraphs.

[Business Letters help](#)

MT480 Unit 1 Assignment 2	Points possible	Points Earned
<b>Content and Analysis and Critical Thinking (80%)</b>		
He/she correctly explains the cause and effect of business transactions and their impacts on cash balances.	26	
The explanation makes note of the interrelationship of Sales, Cash, Accounts Receivable (AR), and Accounts Payable (AP).	26	
<b>Writing (20%)</b>		
Sentences are clear, concise, and direct, free of errors in grammar, punctuation, and spelling.	6	
Presentation is in the APA format of a <i>business letter</i> . Citations for research findings are presented.	7	
<b>Total Assignment Score:</b>	<b>65</b>	