

Memo Assignment Rubric

Trait	Exceeds	Meets	Below
Format/Layout	Includes all required layout components and is presented in a particularly attractive manner, enhancing readability and content	Includes all required layout components in standard format	Missing one or more required components OR lacks readability due to formatting choices
Content Delivery	Provides rich and full presentation of information; demonstrates subject matter knowledge	Clear and competent presentation of information and effective use of business knowledge	Inaccuracies in information presentation or lack of clarity in presentation of business knowledge
Organization	Information is organized in a fully effective manner; presents strong introduction, expressive body, and purposeful conclusion	Information is organized competently, with thesis, supporting information and conclusion.	Missing or ineffective elements.
Sentence Structure	Sentences effectively constructed with no grammatical errors	Sentences effectively constructed with 1-2 minor grammatical errors	Repeated errors in sentence structure or grammar
Mechanics	Spelling, capitalization and punctuation error-free	1-2 minor errors in spelling, punctuation or capitalization	More than 2 errors

Instructor may choose to add additional elements to the rubric to address specific content requirements.