



# COM510

## BUSINESS COMMUNICATIONS

## ASSIGNMENT 2

---

### WRITTEN COMMUNICATION

**Due Week 9, worth 200 points**

Business managers use written communication every day. Opportunities for written communication in the business world include everything from reports, memos, and documentation to emails, instant messaging, and social media. Effective written communication can help build and grow business relationships, accelerate results, solicit input and feedback, and rally personnel toward shared goals. Your ability to write messages that are clear and concise, while positioned strategically and presented professionally, will distinguish you in your field.

In this assignment, you will develop a written communication for the challenge or opportunity scenario you have identified. The written message needed to fulfill this assignment will depend on your scenario.

### INSTRUCTIONS

Compose a written communication based on your Strategic Communications Plan.

## PART 1

- 1. Develop Your Written Communication**
  - a) State your key message clearly**
    - i.** Do not “bury the headline” – the main point should be presented directly
    - ii.** Your key message must be clear and concise
  - b) Provide the necessary information and build credibility**
    - i.** Provide an appropriate amount of background information for the audience, given the type of communication
    - ii.** Get to the point without unnecessary verbiage
    - iii.** Build your position as an expert or trusted colleague
  - c) Support your key message with three or four supporting points/reasons**
    - i.** Supporting points should be appropriate for the context and needs of the audience
    - ii.** Reasons should be compelling and relevant
  - d) Employ either the Consult/Join or Tell/Sell techniques**
  - e) Clearly relay to the audience an actionable request**
- 2. Write Professionally**
  - a) Communication should be clear and concise**
  - b) Communication should build logically**
  - c) Sentences should flow smoothly, using appropriate transitions and varying sentence structure**
  - d) Employ appropriate formatting for ease of reading and clarity of message (headers, bullet points, etc.)**
- 3. Demonstrate Professional Presence**
  - a) Be authentic and genuine in your communication**
  - b) Use the appropriate tone and vocabulary for your audience**
  - c) Establish rapport to connect with your audience and grow the relationship**

## PART 2

### 4. Channel and Style

- a) Explain why you chose the specific channel you used for the written communication
- b) Explain what style you employed in your written communication and why (Sell/Tell or Consult/Join)

### 5. Use Feedback to Refine Your Communication

- a) Describe or list the feedback you received on your written communication from the week 6 Discussion Board
- b) Explain how you used the feedback to revise and improve your message

This course requires use of **Strayer Writing Standards (SWS)**. The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details.

**POINTS: 200**

**ASSIGNMENT 2: WRITTEN COMMUNICATION**

<b>Criteria</b>	<b>Unacceptable Below 70% F</b>	<b>Fair 70-79% C</b>	<b>Proficient 80-89% B</b>	<b>Exemplary 90-100% A</b>
1. Develop Your Written Communication Weight: 25%	<p>The author does not include or does not state clearly and concisely, the key message. The author does not offer or offers insufficient support for the key message. The author does not provide all necessary information or fails to build credibility. The request made of the audience is unclear, or action cannot be taken based on the communication.</p>	<p>The author's key message is reasonably clear and concise, and offers one or two supporting reasons. A minimal amount of necessary information is provided. Some attempt has been made to build credibility. The request made of the audience is fairly clear, but may not be actionable.</p>	<p>The author's key message is sufficiently clear and concise, and three or four supporting reasons are sufficiently compelling, appropriate, and relevant. The author provides a moderate amount of necessary information and makes a reasonable attempt to build credibility. The request made of the audience is sufficiently clear and is actionable.</p>	<p>The author's key message is clear and concise. Three or four supporting reasons are compelling, appropriate, and relevant. All necessary information has been provided and successfully builds credibility. The request made of the audience is thoroughly clear and easily actionable.</p>

2. Write Professionally  
Weight: 20%

The written communication is not satisfactorily professional. It is unclear and/or not concise, and is presented in an illogical order. Sentences do not flow easily throughout the document. Insufficient formatting has been used to make the document easier to read and understand and business formatting standards are not implemented.

The written communication is somewhat professional. It is fairly clear and/or concise, and is presented in a fairly logical order. Sentences flow easily throughout some of the document. Formatting has been used to make the document easier to read and understand, but the formatting is applied inconsistently and does not consistently use best practices for the type of business writing that it is.

The written communication is professional. It is mostly clear and/or concise, and is presented in a mostly logical order. Sentences flow easily throughout most of the document. Formatting techniques are mostly consistent and aligned with best practices for the type of business writing and help the reader quickly understand the message.

The written communication is highly professional. It is completely clear and/or concise, and is presented in a thoroughly logical order. Sentences flow easily throughout the entire document. Formatting techniques are consistent throughout, utilize best practices for the type of business writing, and help the reader quickly understand the message.

<p>3. Demonstrate Professional Presence Weight: 15%</p>	<p>Does not demonstrate, or demonstrates incompletely, a level of professional presence. The written communication lacks an authentic voice, uses an inappropriate tone for the type of communication, and contains inappropriate vocabulary in context. Document does not help to build confidence in the author while maintaining clarity for the audience.</p>	<p>Demonstrates a passable level of professional presence. The written communication has a fairly authentic voice, uses a somewhat appropriate professional tone for the type of communication, and employs contextually appropriate vocabulary that attempts to build confidence in the author while maintaining clarity for the audience.</p>	<p>Demonstrates a moderate level of professional presence. The written communication has an adequately authentic voice, uses a mostly appropriate professional tone for the type of communication, and employs contextually appropriate vocabulary that helps to build sufficient confidence in the author while maintaining clarity for the audience.</p>	<p>Demonstrates a high level of professional presence. The written communication has an authentic voice, uses an appropriate professional tone for the type of communication, and employs contextually appropriate vocabulary that helps to build confidence in the author while maintaining clarity for the audience.</p>
<p>4. Channel and Style Weight: 15%</p>	<p>The student does not describe their channel and style choice or does so ineffectively.</p>	<p>The student satisfactorily describes their channel and style choice. It may lack some clarity or sound reasoning to support the decision.</p>	<p>The student adequately describes their channel and style choice rationale. It is mostly logical and sound.</p>	<p>The student fully describes and makes a highly logical and sound channel and style choice decisions that are fully explained and supported.</p>

<p>5. Use Feedback to Refine Your Communication Weight: 15%</p>	<p>The student does not describe feedback received. The student does not explain how feedback was used to revise and improve the written communication.</p>	<p>The student satisfactorily describes or lists feedback received. The student partially explains how feedback was used to revise and improve the written communication.</p>	<p>The student adequately describes or lists feedback received. The student sufficiently explains how feedback was used to revise and improve the written communication.</p>	<p>The student accurately describes or lists feedback received. The student fully explains how feedback was used to revise and improve the written communication.</p>
<p>6. Write in a professional manner using proper grammar, mechanics, spelling, and formatting. Weight: 10%</p>	<p>Writing does not meet minimal standards. Tone is not professional. Communication is wholly lacking in logic, clarity, and/or consistent formatting. Contains many spelling, mechanical, formatting, and/or grammatical errors.</p>	<p>Writing is satisfactory. Professional tone is developing. Shows moderate logic, clarity, and/or consistent formatting. May contain more than a few spelling, grammar, mechanical, or formatting errors.</p>	<p>Writing could be improved, but meets acceptable standards. Tone is professional. Shows logic, clarity, and consistent formatting. May contain few or no spelling, mechanical, and/or grammatical errors. There may be a small formatting error.</p>	<p>Writing is excellent. Tone is professional and sophisticated. Shows logic, clarity, and consistent formatting. Contains no spelling, mechanical, or grammatical errors, and formatting meets standards.</p>