

Business Correspondence

Introduction

This project is designed for you to develop communication practices that are appropriate for business settings and responding to a variety of rhetorical situations. In this project, you will write a set of three business messages in formats pertaining to different realistic scenarios that you will create. Each of the three messages will correspond to the category of **positive messages**, **negative messages**, and **persuasive messages**. Working alone and in teams, you will brainstorm and develop scenarios for your three messages. The genres of the documents you create will be:

- An internal memo conveying a positive message,
- A business letter conveying a negative message, and
- An email message in which you try to sell a product (persuasive message).

Use the process of planning, writing, and completing the messages to fulfill the assignment, and carefully consider your purpose and audience for each message. Put yourself in the place of the reader to help decide your approach and the best way to inform and influence the reader.

Messages should be as long as necessary to accomplish the required purposes, but each is expected to have a length of approximately 1-2 pages.

You will be expected to spend some time in class each week working on the assignment, so be sure to bring any necessary files or drafts.

Grading Criteria

This assignment will be graded according to the following criteria:

- How well the requirements for each document are followed
- How effective each document is in accomplishing the task involved
- How well the audience is considered
- Correct document format
- Mechanical and grammatical correctness of each letter

Due Dates

Printed drafts of these three documents will be due on **Thursday, September 11**, during class time.

Final Drafts of these documents must be posted on Blackboard by **Wednesday, September 17**, at 11:59 p.m.

