

Points	Unsatisfactory	Needs Improvement	Good / Satisfactory	Excellent	Score
Subject Line (0 ~ 3)	No Subject Line included with email. (0)	Subject Line has errors - spelling, grammar, punctuation - and/or does not describe the message's content. (1)	Subject Line has no grammatical, spelling, or punctuation errors but does not accurately describe the message contents. (2)	Subject Line has no grammatical, spelling, or punctuation errors and accurately describes the message contents. (3)	Totals  /3
Grammar & Spelling (2 ~ 8)	The message contains more than 4 errors in grammar, punctuation, and/or spelling and/or contains sentence fragments or run-on sentences. (2)	The message contains 3 to 4 errors in grammar, punctuation, and/or spelling and/or most sentences are complete, well-constructed, and but not stated in business terms. (4)	The message contains 1 to 2 errors in grammar, punctuation, and/or spelling and/or all sentences are complete, well-constructed, and most are stated in business terms. (6)	The message contains no errors in grammar, punctuation, and/or spelling and/or all sentences are complete, well-constructed, and stated in business terms.	Totals  /8
Ideas (0 ~ 3)	The email seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about. (0)	Ideas were somewhat organized, but were not very clear. It took more than one reading to figure out what the letter was about. (1)	Ideas were expressed in a pretty clear manner, but the organization could have been better. (2)	Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about. (3)	Totals  /3
Formality (0 ~ 3)	There are four or more errors in formal word choice. This letter is rather informal for the audience. (0)	There are three to four errors in formal word choice of vocabulary. (1)	Most of the word choice and sentence structure is formal. One or two errors in formal word choice. (2)	The letter is formal and appropriate for the audience. (3)	Totals  /3
Closing & Signature (0 ~ 3)	No complimentary closing or signature is included in the email. (0)	Email contains complimentary closing and partial signature with 2 or more items missing may include name, title, company name, telephone number, mailing address or company email address.(1)	Email contains complimentary closing and partial signature with only 1 item missing may not have - name, title, company name, phone number, mailing address or company email address. (2)	Email contains complimentary closing and partial signature with all required items - name, title company name, telephone number, and mailing address or company email address. (3)	Totals  /3
<b>Email</b>	<b>Rubric</b>	<b>International</b>	<b>Business</b>	<b>Communication</b>	<b>/20</b>

