



IT 520 Module Three Short Paper Guidelines and Rubric

This course includes five short business memos. These are designed to actively test your understanding and to apply that knowledge to potential real-world situations. These writing activities also provide practice in communicating your reasoning in a professional manner.

Developing Channels of Communication and Collaboration (Module Three)

As the new communications manager for International Gadgets, you have assembled a team of technical communicators with experience in communicating with various audiences in a business setting. Research & Development (R&D) has created a new product that it believes will revolutionize the industry. But the department needs the buy-in of several levels of the corporation to launch the new product. First, upper management needs to understand the product and how it will help the company expand before it will approve the funding needed to mass-produce the product. Sales and Marketing need to understand the product so it can be properly marketed. Technical Support needs to thoroughly know the product in order to support it to the customer base. And all employees need to know as much about the product as possible so that they can build excitement about the proposed launch. The head of R&D has come to you for your help in building excitement and buy-in throughout the company for the new product. Create a memo to your team that discusses the following:

- The possible channels of communication that can be used to communicate information about the product to various levels of the company, and how they could be used
- Your suggestions for which channels will be appropriate for which audiences and why
- Plans for how your team will communicate and collaborate on this project for the purpose of choosing the best channels of communications for various audiences in the company

Back up your plans with solid reasoning and research.

Guidelines for Submission: Review the [Purdue Owl: Memo](#) website for suggestions and formatting guidelines on memo structure.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Channels of Communication	Meets “Proficient” criteria, and ideas are substantiated with specific and relevant details	Accurately identifies the channels of communication and uses specific details in explanation	Accurately identifies the channels of communication, but lacks specific details in explanation	Does not accurately describe channels of communication	30
Recommendations	Meets “Proficient” criteria with substantial detail for the rationale	Provides a discussion highlighting the recommendations with sufficient detail for rationale	Provides a discussion highlighting the recommendations, but lacks sufficient detail for rationale	Does not provide a discussion highlighting the recommendations	30

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Conclusions	Meets "Proficient" criteria, and conclusions are substantiated with specific and relevant research	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%