Southern New Hampshire University

IT 520 Module Six 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.

The Importance of Clarity and Conciseness (Module Six)
As the new communications manager for International Gadgets, you have come across many examples of ineffective communications, including some older directives that were never carried out, mostly because of their unclear nature.

One example included an email stating that the recipient (within the R&D team) was to "create a presentation discussing the new product and send it to interested departments." Others included a request from Sales to Technical Support for "a list of the biggest problems with our hot products" and a memo from Finance to all departments to "reduce the number of suppliers being used to better control costs."

In a memo to your team, describe what is wrong with directives such as these and how to improve these messages so that they are delivered to the recipient with clarity and conciseness.

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
Description of Directive	Meets "Proficient" criteria, and ideas are substantiated with specific and relevant details	Accurately describes areas of the directive that lack clarity and conciseness and uses specific detail in explanation	Accurately describes areas of the directive that lack clarity and conciseness, but lacks specific details in explanation	Does not describe the directive	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
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%**