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| **Week 1: Response to Customer Complaint Letter Rubric 75 points** | | | | | |
| CATEGORY | **15 Excellent** | **13–14 Good** | **11**–**12 Fair** | **0**–**10 Poor** | **Score/**  **Comments** |
| **Format/Visual Appeal** | Complies with all of the requirements for a business letter. Professional appearance with visual appeal. Format is consistent throughout. | Complies with almost all the requirements for a business letter.  Eye appeal is solid to good. Format is largely consistent throughout. | Complies with several of the requirements for a business letter. Eye appeal is marred by some formatting problems. Font style detracts from the message or is unprofessional. Format is inconsistent. | Complies with less than 75% of the requirements for a business letter. No eye appeal. White space is not used. |  |
| **Content Accuracy** | The letter clearly states the problem and the solution with an accurate explanation of the event that caused the complaint and a logical plan for solving the problem. The letter is complete. | The letter states the problem and a reasonable solution, but either one or both may lack development. | The letter states the problem and a solution, but either the problem or the solution is unclear, underdeveloped, or illogical. | The letter does not state the problem or solution clearly and is very confusing or incomplete. |  |
| **Tone** | Tone is positive, personal, professional, and considerate. Proposed solutions are win/win. Demonstrates strong you-attitude. | Tone is neutral, somewhat professional, and mostly considerate. Solutions provided are mostly win/win but perhaps somewhat lopsided. Demonstrates you-attitude overall. | Tone is negative or wishy-washy, unprofessional, and inconsiderate at times. Solutions provided are unworkable or lopsided. Lacks you-attitude. | Negative tone, selfish attitude, and unprofessional. No solutions or completely me-oriented solutions provided. Lacks you-attitude. |  |
| **Organization** | All ideas are clearly connected and sentences and paragraphs are woven together smoothly with effective use of transitions. Logical plan of organization. | On the whole, ideas are clearly connected, but a few shifts in thought or missing transitions retard the smooth flow of ideas. Logical plan of organization. | Attempt at organization is apparent, but the connections between ideas are often loose and the reader may have difficulty following the relationships among ideas. | Unclear organization. Disjointed thoughts with no logical progression of ideas. |  |
| **Mechanics** | Sentences are complete, well-constructed, and of varied structure. Writer makes no errors that interfere with meaning. | All sentences are complete and well-constructed (no fragments, no run-ons). Writer makes minimal errors in grammar and/or spelling. | Most sentences are complete and well-constructed. Writer makes some errors in grammar and/or spelling. | Many sentence fragments or run-on sentences. Sentences may be incoherent. Writer makes numerous and/or serious errors in grammar and/or spelling. |  |
| **Total:** |  |  |  |  | **/75** |