

# Written Communications

## Graduate Programs

**Goal:** Our students will have written communication skills.

**Objective:** Manning School of Business graduate students will be able to communicate ideas effectively in writing, working with many different writing technologies, and mixing texts, data, and images.

TRAITS	Poor 0 - 1	Average 2 - 3	Exemplary 4 - 5	Score
<b>Context of and Purpose for Writing</b> <i>Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).</i>	Demonstrates minimal attention to usage of language, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).	Demonstrates adequate consideration of usage of language, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).	Demonstrates a thorough understanding of usage of language, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	
<b>Sources and Evidence</b> <i>Addresses proper citations of sources.</i>	Demonstrates an attempt to use sources to support ideas in the writing.	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing	
<b>Control of Syntax and Mechanics</b> <i>Adequacy of grammar and language.</i>	Uses language that sometimes impedes meaning because of errors in usage.	Uses straightforward language that generally conveys meaning to readers. The language in the submitted work has few errors.	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	

**Student Name:** \_\_\_\_\_

**Evaluator:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Evaluator Notes/Comments:**