

Due Dates: August 11, before Midnight

Purpose

To make a well-researched recommendation to a leader of a real company in an industry or field of your choosing.

Assignment

Compose a 3- to 5-page UNSOLICITED recommendation to a leader of a **real company** in an industry or field of your choosing in which you persuade your audience to implement a solution to a perceived problem.

Your solution will either recommend purchase of a product or equipment or recommend a course of action. Your report must be well prepared, including research of both the problem and the solution.

- The content of your report should include the following sections (further explained in Chapter 13 and in the class notes): **introduction** (summary of context and recommendation), **scope** (what the report covers and why), and **discussion** (analysis of criteria—the factors used in making the decision), and **conclusion** (final thoughts and reminder of recommendation).

Audience

Write this for an expert audience. Select a specific leader of a real company in an industry or field of your choosing.

Constraints

Use third person and the memorandum format we used in the instructions assignment.

Your recommendation report will also include citations both in-text and in a works cited page. Your works cited should be the last page of your report and should follow MLA 7th edition guidelines.

Reading Requirements

Notes from class and Chapters 3 and 13

Evaluation Criteria

The grading of this assignment will be based on assignment fulfillment, grammar, punctuation, style, audience analysis, format, thoroughness, quality of research and citations, and organization.

