

Informative Email Assignment

Goal:

The goal of this assignment is for you to write an informative email on one of the topics listed below. Make the up any details you need in order to address the situation.

Topic choices:

- Easter is coming up in a few weeks and you work for a flower shop. Many people order lilies for Easter, but these can be toxic to pets. The florist has come up with a pet-friendly Easter bouquet. He asks you to let the customers know about the dangers of lilies and suggest that they order a non-toxic Easter bouquet instead.
- You work for a non-profit that gives out scholarships to disadvantaged teenagers. You've already informed the winners of the scholarship by phone, but your boss wants you to send them something in writing with all of the official details and any forms that need to be filled out to claim the scholarship.

Organization:

For this assignment, you will focus on the direct mode of organization. See the mini-lecture in the assignments folder for details. Additionally, see the bulleted list on pages 156-157 in your textbook for reminders as you work on this assignment.

Attach: your assignment as a word doc

Grading: this assignment is worth 25 points. See rubric following the assignment for grading details.

Format: Most of you know what an email looks like because you use it regularly, but for a professional email, this is what you should include:

TO: always make sure you have the right email address!

CC: Stands for Carbon Copy; use only if you need to send someone else a copy of your message

BC: Stand for Blind Copy: use sparingly and only if you don't want the receiver to know you sending a copy to another person

DATE:

RE: Sample Email format

Greeting goes here,

Body of the message in short paragraphs.

Closing which includes your name, title and contact information

TO is the only section you will have for this assignment. The CC and BC are for info only

Subject line is important! Be consistent about caps; whatever program you are using will add date, but because you are not actually creating the email in an email program, you will have to include it.

The following rubric will be used to grade

your assignment:

	Excellent	Average	Approaching Average	Failing
Format and Structure	-subject line is interesting, accurately describes message content -greeting is present and professional -closing is present, professional, and includes name, title, company, and contact information --paragraphs are short and expertly focused	-subject line adequately describes message content -greeting is appropriate and professional -closing is professional but may not include all elements -paragraphs are short and adequately focused	-subject line is absent or unrelated -greeting is informal -closing is missing multiple elements - paragraphs are too long and may be disorganized	-subject line is not included -no greeting included -no closing -paragraphing is not present
Content	-includes all relevant ideas and details -expresses all information expertly -organization is logical and purposeful	- includes all relevant ideas and details though may not be expressed as clearly as excellent example -organization is logical	-ideas and details are irrelevant, missing, or confusing -organization is confusing or absent -lists, if included, are confusing/inconsistent	-missing significant content -organization prevents understanding

	-uses transitions appropriately -lists, if employed, are used expertly	-lists, if employed, are adequate and clear		
	-uses professional and formal language throughout -demonstrates control of the conventions with no errors	-uses professional and formal language throughout -demonstrates basic control exhibiting occasional errors that do not hinder comprehension	-language is informal or inappropriate -demonstrates emerging control, exhibiting frequent errors that make comprehension difficult or indicate a lack of understanding of conventions of grammar	-language is informal or inappropriate -demonstrates minimal or no control of conventions