

# 5 Steps to Successful Writing

## Mihaylo College of Business & Economics Standard Writing Rubric

Assignment: \_\_\_\_\_

Criteria	Poor (1)	Average (3)	Excellent (5)
<b>Prep &amp; Research:</b> a) Purpose, audience, scope, & medium; b) Research methods, sources, citations	a) Purpose unclear; does not identify or correctly identify audience; b) method incorrect; invalid sources or citations missing or incorrect	a) Purpose included but needs to be more defined; correct audience and scope but needs development; b) sources are average; citations included	a) Well-defined and speaks to identified audience; covers the scope; b) Sources are well researched and cited correctly
<b>Organization:</b> Development, layout, & design	Points not sequential – hard to follow; layout incorrect; design is incorrect or messy	Points are sequential; layout is adequate; design is adequate	Points are well developed, layout is clean, and design is professional
<b>Literacy:</b> Paragraphs, grammar, usage, punctuation, & word choice; Introduction & conclusion	Several misspellings; grammar and/or word usage errors are disruptive; does not include introduction or conclusion	Minor errors in spelling, grammar, punctuation, or word choice; introduction and/or conclusion are average	Not more than 1 or 2 errors <b>overall</b> ; effective introduction and conclusion
<b>Content #1:</b>	Does not meet	Meets	Exceeds
<b>Content #2:</b>	Does not meet	Meets	Exceeds