**5 Steps to Successful Writing**

**Mihaylo College of Business & Economics**

**Standard Writing Rubric**

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

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| **Criteria** | **Poor (1)** | **Average (3)** | **Excellent (5)** |
| **Prep & Research:**   1. Purpose, audience, scope, & medium; 2. 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 |
| **Organization:**  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 |
| **Literacy:**  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 ***overall***; effective introduction and conclusion |
| **Content #1:** | Does not meet | Meets | Exceeds |
| **Content #2:** | Does not meet | Meets | Exceeds |