

BUSINESS LETTER RUBRIC

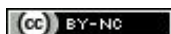
ANCIENT EGYPT BUSINESS PLAN PROPOSAL

(NAME OF BUSINESS)

CATEGORY	4	3	2	1
CONTENT	Letter includes all information needed to gain a comfortable understanding of the business chosen and how it utilizes the Nile and benefits the Egyptians.	Letter includes most of the information needed to gain a comfortable understanding of the business chosen and how it utilizes the Nile and benefits the Egyptians.	Letter does not contain enough content to explain business concept. Connection to Nile is difficult to understand.	Letter does not communicate how this business will benefit the Egyptians or utilizes the Nile.
ACCURACY	All content throughout the presentation is accurate. There are no factual errors.	Most of the content is accurate but there is one piece of information that might be inaccurate.	The content is generally accurate, but one piece of information is clearly flawed or inaccurate.	Content is typically confusing or contains more than one factual error. It is difficult to understand the time period that was chosen.
EVIDENCE	The claims within the letter are clearly stated and support with evidence.	The claims within the letter are somewhat stated and supported with evidence.	There is little evidence to support the claims within the letter.	There is no evidence to support the claims within the letter.
ORGANIZATION	Main idea of each paragraph is clearly stated.	Main idea of paragraphs are somewhat clear.	Main idea of the paragraphs is vague.	Main idea of each paragraph is not clear.
BUSINESS LETTER FORMAT	All elements of a business letter were used.	One element of the business letter is missing.	Two elements of a business letter are missing.	More than two elements of the business letter are missing.
PERSUASIVE WORD CHOICE	The purpose of the letter is clearly stated and the writer was able to clearly convey why their business should be chosen. They "Wowed" the Pharaoh	The purpose of the letter is somewhat clear. The writer was somewhat able to state why their business should be chosen.	The purpose of the letter is somewhat clear. They did not convey why their business should be chosen.	The purpose of the letter was not clear and they did not convey why their business should be chosen

COMMENTS:

PRESENTED BY - _____



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