

COMM 1034: Email Assignment (10%)

Learning Outcome 1: Construct professional correspondence including e-mails, memos, letters, and informal reports.

Instructions:

The purpose of this assignment is to evaluate your ability to understand your audience and purpose, as well as select the right approach. Working individually, you will **write two concise, appropriate emails**. See our PowerPoint slides and exercises from Week 3 for support.

The rubric for this assignment is below; be sure to use it as a guideline. Use Microsoft Word to type your assignment (**just format the page it as if it were an email**).

Situation:

Altura is a Canada-wide digital marketing agency. As a manager in your department at Altura, you have organized an important conference in Toronto that will be attended by industry professionals from across North America. As a gesture, you have invited and paid for five department interns to attend the conference.

However, a few weeks before the conference, you noticed at a company-wide lunch that several department interns were acting inappropriately. Specifically, some were holding a loud conversation that included lewd, unprofessional jokes about several co-workers. You have also noticed that their clothing is consistently sloppy, and in the office cafeteria one day, you saw one intern lift a bowl to their lips to slurp their soup while another intern belched loudly and laughed.

You have become increasingly concerned that your department's interns will act inappropriately at the conference and will damage Altura's reputation.

Thus, you've **decided to organize an etiquette workshop for your entire department** to not only improve the interns' behaviour in the workplace, but also to ensure everyone at the office is prepared for acting professionally at the conference.

You did some research and discovered a company called Sense of Style. Sense of Style runs workshops on a variety of areas pertaining to business etiquette, including everything from dress to elocution. You decide to email them and inquire about their services.

Make sure you understand the above scenario. You will need to write two emails that deal with this situation. See instructions below.

What to Write:

Email One: **Write an email** to the workshop facilitator at Sense of Style, Jacinta Oluo. Ask her specific questions about Sense of Style's services. Be sure to provide information that will allow her to understand your department's needs. Remember to choose your questions carefully; phrase your questions to be as specific as possible to help ensure you receive all the information you require. What specific questions will you need to ask Jacinta Oluo? What kind of

information will she need to provide? What tone should you use in your email to Jacinta Oluo?
Invent details as necessary.

Email Two: Based on your correspondence, Jacinta Oluo has designed a workshop for teaching workplace etiquette to your department. She'll be leading the workshop on a date prior to the conference. Now, you need to **email your entire department** and let them know about the upcoming workshop. Consider: what will your employees need to know about the etiquette workshop? What kind of information and specific details will you need to provide for them? What information should you exclude? What tone should you use? **Invent details as necessary.**

COMM 1034: Email Assignment (10%) Rubric

Content	
<ul style="list-style-type: none"> -Includes necessary information - Purpose of email is clear - Appropriate direction/tone - Successfully and professionally handles assignment situations (request info/info provided) - Meets needs of audience 	/3
Format	
<ul style="list-style-type: none"> - Correct header including to, from, date, and appropriate subject line - Appropriate salutation, opening, body, closing, and signature - Bulleted/numbered lists used to draw attention to and emphasize key content of message as necessary - Emails formatted according to standards covered in class (see week 3) 	/3
Structure and Tone	
<ul style="list-style-type: none"> - Emails use appropriately sized paragraphs and follow a direct approach - Appropriate, friendly, courteous, and professional tone 	/2
Technical Merit	
<ul style="list-style-type: none"> - Emails are free from errors (spelling, grammar, punctuation, capitalization, jargon, wordiness, etc) - Phrasing is clear, concise, and effective - Phrasing is original (i.e. doesn't copy exact wording of assignment instructions) 	/2

Overall comments: