|  |  |  |
| --- | --- | --- |
|  | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Deadline:** | COMM 3590  Professional & Business Communication  Statement of Purpose   1. Statement of Purpose 2. Graduate Programme Details   **80pts**  08 October 2021 |

**INSTRUCTIONS**

This assignment requires you to develop the important skill of writing a Statement of Purpose. This skill will be useful if you decide to pursue graduate studies. The following guidance provides broad suggestions on how you can structure your Statement of Purpose. Your professor will provide additional guidance.

|  |  |
| --- | --- |
| Part 1 | Statement of purpose  1-1.5 page, Times New Roman, 12pt, 1.5 spacing, Justified |
| Part 2  (Appendices) | 1. Details of the **programme** that you plan to apply [URL & Screenshot/ Poster] 2. **Extra information** (professor/ any activities/ project) |

Suggested format:

|  |  |
| --- | --- |
| Paragraph | Content |
|  | **Who are you?**  Introduce yourself and your undergraduate university.  **What programme are you applying for?**  Identify the programme you wish to apply for.  Indicate your immediate (short term) career goal and *briefly* explain how the graduate programme will help you achieve this. |
|  | **Why do you want to pursue this graduate programme?**  How did you become interested in this specific area of study?  *Elaborate* on how this programme will help you in your immediate career (Demonstrate a very good understanding of the programme description, curriculum and outcomes).  Any specific supervisor? |
|  | **Why are you the right candidate** for the programme (**skills and training**)?  Your experiences- job, internship, volunteer or classroom experiences  How have they helped you to understand the profession or industry?  How have they prepared you for this graduate programme?  Connect your discussion to the university’s programme description and your future career. |
|  | **Why are you the right candidate** for the programme (**personality traits**)?  What personal attributes do you have that will allow you to adjust to graduate studies in general and this programme in particular?  What personal attributes distinguish you from other applicants?  Multicultural learning environment/new country?  Do you have support systems (parents and friends) back home and abroad which will help to motivate and ground you? |
|  | What do you want to do **in the long term**?  What is your long term career goal?  How will you contribute to the field or industry?  Closing salutations. |

Rubric:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CRITERIA** | **NOVICE** | **COMPETENT** | **PROFICIENT** |  |
| **0-4** | **5-7** | **8-10** |
| Paragraph 1 | Introduction is unclear, with missing elements  Clearly identify the prospective programme.  Connection not made beween graduate programme and immediate career goals.  Writing is not clear and concise. | Introduction is rather brief & clear  Clearly identify the prospective programme.  Connection not clearly made between the graduate programme and immediate career goals.  Writing is not always clear and concise. | Introduction is brief & clear  Clearly identify the prospective programme.  Connection made between graduate programme and immediate career goals.  Writing is clear and concise. |  |
| Paragraph 2 | Does not explain their interest in the programme and how it will help them in their immediate career. | Does not fully explain their interest in the programme and how it will help them in their immediate career. | Learner explains their interest in the programme and how it will help them in their immediate career. |  |
| Paragraph 3 | Connection not made between past experiences, the programme and future career.  Concrete examples are not used. | Connection made between past experiences, the programme and future career could be stronger. Concrete examples are sometimes used. | Connection made between past experiences, the programme and future career.  Concrete examples are used. |  |
| Paragraph 4 | Has not identified personal attributes which will aid them during graduate studies. | Learner has identified some personal attributes which will aid them during graduate studies. | Learner has identified key personal attributes which will aid them during graduate studies. |  |
| Paragraph 5 | Does not identified their long term career goal and explained how the programme will help achieve this. | Learner has not clearly identified their long term career goal and explained how the programme will help achieve this. | Learner has identified their long term career goal and explained how the programme will help achieve this. |  |
| Extra Information | Doesn’t include any extra information except programme details | Include extra information but doesn’t utilize in the writing | Include any extra information & utilize in the writing to reflect their potential to be a candidate in the programme |  |
| Formatting | Recommended format not followed.  Statement of purpose extends beyond 1.5 pages. | Recommended format followed in the main.  Statement of purpose within 1- 1.5 page. | Recommended format followed.  Statement of purpose within 1- 1.5 page. |  |
| Language | Language is not personal, specific, persuasive and concise. | Language is sometimes personal, specific but not always persuasive and concise. | Language is personal, specific, persuasive and concise. |  |
|  | | | |  |