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|  | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Deadline:** | COMM 3590  Professional & Business Communication  Cover Letter  Word Doc (1 page)  **60pts**  2 November 2021 |

**INSTRUCTIONS**

Based on the Job Vacancy you used in AS6, write a **one-page** cover letter [email version].

The following guidance has been adapted from:

Bennett, S. (2014). *The elements of resume style – essential rules for writing resumes and cover letters that work*. American Management Association

Di Sanza, J. R. & Legge, N. J. (2017). *Business and professional communication: Plans, process and performance*. Pearson Education Inc: New York.

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| Part | Content |
| 1 | * Who are you and what vacancy are you applying for * Your respect/admiration for the organisation * Why you should be hired |
| 2  (1-3 para) | * Relevant experience and how it ties to the current job vacancy * Relevant training and how it ties to the current job vacancy * How your personality traits relate to the vacancy and can be used by the organisation |
| 3 | * Concluding expression of interest * Closing salutation and contact information |

**Rubric:**

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| --- | --- | --- | --- | --- |
|  | **Novice** | **Competent** | **Proficient** |  |
| **Introduction** | 5-8 | 9-12 | 13-15 |  |
| Date and address not properly formatted.  Opening salutation is not appropriate.  Introduction is not clear, concise and well written. | Date and address may not be properly formatted.  Opening salutation is not entirely appropriate.  Introduction is not always clear, concise or well written. | Date and address properly formatted.  Opening salutation is appropriate.  Introduction is clear, concise and well written. |
| **Body** | 6-10 | 11-15 | 16-20 |  |
| Learner does not provide a persuasive account of relevant work experience, education and personality traits which are tied to the job vacancy.  Learner’s writing is not clear and concise. | Learner does not always provide a persuasive account of relevant work experience, education and personality traits which are tied to the job vacancy.  Learner’s writing is not always clear and concise. | Learner provides a persuasive account of relevant work experience, education and personality traits which are tied to the job vacancy.  Learner has achieved this using clear and concise writing. |
| **Conclusion** | 5-8 | 9-12 | 13-15 |  |
| Concluding paragraph is not enthusiastic.  Contact information not provided. | Concluding paragraph could be more enthusiastic.  Contact information provided. | Learner enthusiastically concludes the cover-letter.  Contact information provided. |
| **Formatting** | 3-5 | 6-7 | 8-10 |  |
| Cover letter is not appropriately formatted.  More than one page has been used. | Cover letter is appropriately formatted in some areas.  One page has been used. | Cover letter is appropriately formatted.  One page has been used. |