A: The “A” writing assignment contains the following qualities of good writing.

1. Careful construction and organization of sentences and paragraphs.
2. Careful choice of effective words and phrases.
3. Concentration on a main purpose.
4. Adequate development of that main purpose through the use of specific details and rhetorical devices.
5. Careful proofreading reflected in correct grammar and spelling.
6. A style, tone and approach clearly and successfully directed toward a specific audience.
7. Originality of thought and style.
8. Correct usage of the form, structure and language of that particular type of business communication.

B: The “B” writing assignment contains the same elements of an “A” assignment. Its ideas are clear because it contains positive qualities of good writing. It is comparatively free of errors in the use of English. Although indicating competence, the “B” assignment lacks the originality of thoughts and style that characterizes the “A” paper.

C: The “C” writing assignment has a reasonably clear central purpose which receives fairly adequate development.

It is satisfactorily organized and avoids serious errors in the use of English. It may, in fact, have few correction marks on it, but it lacks the thought and expression which would entitle it to an above-average rating. It may be lacking in any number of the above qualities of an A paper.

D: The “D” grade indicates below-average achievement in expressing ideas correctly and effectively.

It usually contains some serious errors in the use of English and does not present a central idea with sufficient clarity and completeness.

E: The grade of “F” usually indicates failure to state and develop a main idea. It also indicates failure in structuring the assignment and failure to avoid serious errors in grammar, spelling, sentence structure and diction.
Note: If a paper does not conform to the assignment, though it might otherwise deserve an "A" or other grade, it will receive an “F.”