**Company Profile**

Individual grade: 15%

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| **Content**  **A:** A content-rich report that includes all information outlined in the assignment description. Information is presented clearly in well-organized paragraphs and research is appropriate as well as correctly documented. **B:** A content-appropriate report that includes all information outlined in the assignment description, although one section may be less well-developed or several sections could use improvement. Occasional problems with paragraphs or references.  **C:** A content-minimal report that is missing information outlined in the assignment description or provides only a cursory level of detail in some sections of the profile. Repeated problems with paragraphs or references. **D**: A virtually content-free report that includes little information outlined in the assignment description or provides such a cursory level of detail throughout the profile that it is impossible to assess how much the author knows about this company/group. Repeated problems with paragraphs or references/information missing. |
| **Tone and Conventions**  **A:** Professional but approachable style, tailored to the specific audience. Conventions are followed accurately.  **B:** Professional but approachable style, tailored to the specific audience with minor slips in clarity or word choice. Conventions are followed accurately but include minor slips.  **C:** Attempt at professional, approachable style, tailored to the specific audience, but repeated slips in clarity or word choice. Conventions include repeated slips.  **D**: Style and tone are inappropriate for written business communication. |
| **Organization**  **A:** Content is well-organized under appropriately-labeled subheads. Carefully-chosen, effective document design that includes design elements beyond blocks of texts.  **B:** Content is well-organized with subheads, although the organization could use improvement within a section or the subheads could be clearer. Attempt at effective document design.  **C:** Content is organized, although not very effectively within and across sections. Few attempts at design elements or ineffective/distracting design elements.  D: Profile shows little evidence of organization or design. No evidence that design was considered or very distracting/trivial design elements. |