

Assessment Rubric: Job Application Letter (35%)

Name and SID: _____

Criteria	Excellent / Very Good (A / A-)	Good (B+ / B / B-)	Fair (C+ / C / C-)	Pass (D+ / D)	Fail (F)
Content Score: ____/30	The opening has a clear purpose explaining the candidate's background and suitability for the targeted position.	The opening has a mostly clear purpose explaining the candidate's background and suitability for the targeted position.	The opening has a somewhat clear purpose that partially explains the candidate's background and suitability for the targeted position.	The opening lacks a clear purpose and does not adequately explain the candidate's background or suitability for the targeted position.	The opening contains irrelevant information or is either incomplete or missing.
	The body includes supporting details and examples of skills and experiences that align perfectly with the job requirements and demonstrate a clear understanding of the organisation and role.	The body includes supporting details and examples of skills and experiences that mostly align with the job requirements and demonstrate an understanding of the organisation and role.	The body includes some supporting details and examples of skills and experiences that somewhat align with the job requirements and demonstrate some understanding of the organisation and role.	The body lacks clear supporting details and examples, and/or the examples provided do not clearly align with the job requirements or demonstrate an understanding of the organisation or role.	The body contains irrelevant information or is either incomplete or missing.
	The closing is polite, skilfully reaffirms interest in the position, and includes a clear call to action.	The closing is mostly polite, reaffirms interest in the position, and includes a mostly clear call to action.	The closing is somewhat polite, partially reaffirms interest in the position, and includes a basic call to action.	The closing is not particularly polite, does not adequately reaffirm interest in the position, and lacks a call to action.	The closing includes irrelevant information or is either incomplete or missing.
Organisation Score: ____/30	The letter follows a business letter format with all the essential elements included and correctly positioned.	The letter follows a business letter format with most of the essential elements included and correctly positioned.	The letter mostly follows a follows a business letter format but some of the essential elements are missing or incorrectly positioned.	The letter attempts to follow a business letter format but many of the expected elements are missing or incorrectly positioned.	There is no attempt to use a business letter format and/or most of the expected elements are missing or incorrectly positioned.
	The information is logically structured into organised and well-formed paragraphs.	The letter is mostly well-structured with a competent use of paragraphs and linking	The letter is somewhat structured but the use of paragraphs and linking	The letter is not adequately structured and the paragraphing and linking devices do	The letter lacks an appropriate structure and the paragraphs are

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		devices to ensure clarity and coherence.	devices may not ensure clarity or coherence.	not ensure clarity or coherence.	either unclear, incomplete or missing.
	The letter is coherent and cohesive with an effective use of linking devices.	The letter is mostly coherent and cohesive with an adequate use of linking devices.	The letter is somewhat coherent and cohesive but may lack an adequate use of linking devices.	The letter is not particularly coherent or cohesive and shows little attempt to use linking devices.	The letter is neither coherent nor cohesive.
Language Score: ____/30	The letter is free of errors in grammar, spelling, and punctuation.	The letter has only minor errors in grammar, spelling, and punctuation.	The letter has some errors in grammar, spelling, and punctuation, but they do not significantly detract from the overall quality.	The letter has numerous errors in grammar, spelling, and punctuation that significantly detract from the overall quality.	The letter has numerous errors in grammar, spelling, and punctuation that make it unreadable.
	A wide variety of sentence structures and vocabulary are skilfully incorporated, making the language engaging, dynamic, and fresh.	An adequate variety of language structures and vocabulary are incorporated, making the language somewhat engaging, dynamic, and fresh.	Some variety of language structures and vocabulary are incorporated, but the language is not particularly engaging, dynamic, or fresh.	A limited variety of language structures and/or vocabulary are included, which affects the letter's impact.	The letter lacks variety in sentence structures and vocabulary, making it repetitive, monotonous and/or uninteresting.
	The language is appropriate and professional and avoids informal, outdated, and clichéd words and phrases.	The language is mostly appropriate and professional and mostly avoids informal, outdated, and clichéd words and phrases.	The language is somewhat appropriate and professional but may include some informal, outdated, and/or clichéd words and phrases.	The language is neither appropriate nor professional and/or includes many informal, outdated, and/or clichéd words and phrases.	The language is inappropriate and/or unprofessional for an application letter.
Presentation Style Score: ____/10	The letter is visually appealing with consistent and professional formatting throughout.	The letter is mostly visually appealing with mostly consistent and professional formatting throughout.	The letter is somewhat visually appealing with somewhat consistent and professional formatting throughout.	The letter is not visually appealing and may include inconsistent and/or unprofessional formatting throughout.	There is little to no attempt to make the letter visually appealing or format it consistently or professionally.

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Comments		
Mark Deductions	<input type="checkbox"/> Submitted __ day(s) late (deduct 3 points for each day) <input type="checkbox"/> Exceeded one page (deduct 1 point per 1/3 page extra up to a maximum of 3 points) <input type="checkbox"/> Submitted as wrong file type (deduct 2 points) <input type="checkbox"/> Saved with wrong file name (deduct 2 points)	
Sub-score: ____/100	Marks Deducted: ____	Overall Score and Grade: ____/100 (__)