ENG219 Business and Professional Writing

Appendix C: Sales Letter and Fact Sheet

The following lesson can be delivered in either a face-to-face or online, asynchronous modality. Note: Instructor is open to alternative methods of learning, please contact the instructor for more information at [insert contact information].

# Writing Task:

These two parts of this assignment can be completed in a variety of ways including: traditional written documents, audio recordings, video recordings, digital presentations, etc.

This writing task has two parts: a sales letter and an accompanying fact sheet.

Here’s the scenario: You are an intern for your academic department or program. The chair of that program has asked you to help in this year’s marketing efforts by crafting a pair of documents: a sales letter and fact sheet.

These documents will be sent to recent contacts from a college fair who have expressed interest in your program.

The sales letter’s purpose is to persuade this prospective student to enroll by explaining why your program and your college are the best option. You should focus your efforts on making strong claims that are supported by specific evidence. The sales letter may require outside research.

The fact sheet’s purpose is to show this prospective student why your career field is a good choice. In essence, your fact sheet should answer the question: “Why should I become a [blank]?” The fact sheet will require outside research.

Evaluation Criteria**:**

Your documents will be evaluated holistically using the following rubric:

**A:** Sales Letter and Fact Sheet packages receiving an “A” use clear, concise, and effective language and argumentation in showing the reader the unique selling propositions of both your program of study/college and your career. Both documents use specific and concrete evidence to support claims relevant to the reader.

**B:** Sales Letter and Fact Sheet packages receiving a “B” possess most of the qualities of an “A” package but are deficient in one or two areas.

**C:** Sales Letter and Fact Sheet packages receiving a “C” possess a few of the qualities of an “A” package but are deficient in several areas. These packages may not be formatted in easily readable ways, may use language that is not helpful to the reader or may disregard genre requirements in ways detrimental to the overall impact of the documents.

**D:** Sales Letter and Fact Sheet packages receiving a “D” none of the qualities of an “A” package and are deficient in most areas.

**F:** Sales Letter and Fact Sheet packages receiving an “F” demonstrate a complete disregard for the audience’s needs, the genre requirements, and the expectations for this assignment.

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