

Email Etiquette Activity

1. Using your web-based Outlook email account, send an e-mail to Dr. Rock at rockl@fultonschools.org

Assignment:

2. Students are to think of a product or service they like or have had a problem with. (Students may write either a letter of compliment or letter of complaint. They then use the correct *business letter format* to express their satisfaction or dissatisfaction with the product or service.
3. It is important that the students use these steps in the body of the letter:
 - A. Begin with something positive about the product.
 - B. State very specifically what the problem is. (Do not say "The jeans I bought are a piece of junk." But rather say "The inside seam of the jeans frayed out, and now they have a three inch hole."
 - C. Tell them exactly what you expect them to do about the problem. Be realistic--do not ask for a new bicycle if your problem is only with the bicycle seat. Asking them to replace the seat would be reasonable.
 - D. Enclose (attach) any receipts, product codes or numbers, proof of purchases, or any other identifying materials, even if it's a letter of compliment.
 - E. Close by stating your confidence in their company's desire to "make it right."

Email Etiquette Rubric					
Points		Not Evident	Okay	Very Good	Points Earned
5	Subject Line				
5	Salutation (Written to a direct party/dept. responsible)				
5	Content - Clear, concise, and to the point. Enough information given to understand the purpose of the email.				
5	Closing and Name				
10	Attachment appropriate and backs claim				
5	Grammar/Spelling				
40					