

# Routine Communication Assignment

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**Due:** July 28 by 11:59pm

**Value:** 100 points

**Deliverables:** Memo, Claim Letter, Request Letter, Email

**Save As:** routinecommunication\_lastname.doc

**Rationale:** Throughout your career you will be writing lots of routine messages. These are the most common form of communication. This assignment is intended to give you practice writing each of these. Refer to Chapters 7 and 8 in your text.

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Write each of the following:

## Routine Memo

*Look in the back of your text to see the proper memo format.*

As administrative assistant to the President of General Motors, you are announcing the remodeling of offices, scheduled to begin one week from Monday and expected to last three months.

This project will require the rearrangement of desks, computers and other furniture, the sharing of offices, and much inconvenience as work proceeds from one floor of offices to the next. You fear that there may be a problem in sharing offices, even temporarily, because of some personality conflicts.

Employees will need to do the following work: Loose paper and files will need to be secured inside the desks before furniture can be removed. All books on shelves and personal items must be packed and labeled. Packing material will be available in your secretary's office, beginning tomorrow.

Individuals who want to choose the colors of the walls of their remodeled offices should choose from the seven choices available: taupe, white, yellow, pastel blue, pastel peach, pastel pink, and buff. If they do not make their choice by Friday, their offices will be painted off-white.

Assume that all details, such as the remodeling time schedule (tentative) and temporary office assignments, are on a separate sheet attached to your written message. Although you need not actually prepare it, refer to the schedule.

## Routine Claim Letter

*Complete the following assignment. You will be writing the letter from the point of view of the consumer. Keep in mind how you would respond if you were the business person.*

Assume that you were recently in Dallas, TX, where you visited friends Claude and Michelle Stancil. Claude gave Michelle a Sony DVD Theatre System last Christmas, and you are impressed with its tone, appearance, and features. Claude tells you privately that he bought it from Best Buy at 1837 Kelly Street in Dallas, TX and offers to go with you if you are interested in buying one.

You are, but you are disappointed to discover that Best Buy has sold all of its Sony DVD Home theatre centers, that no more are on order, and that no else in Dallas, TX carries them. However, Mr. Harry Montgomery, the store owner, has a suggestion: there is a demonstrator, which he could sell to you at 5% off his regular discount price. You test it, and it seems okay. Claude suggests a 15% price reduction would be normal for a demonstrator, but Mr. Montgomery won't budge; however, he adds that he will give it a good check-over if you will leave it with him. You agree. Two days later you pick it up, pay \$588.35, and receive Montgomery's invoice #C7214 stamped "paid."

But when you arrive home in South Carolina, you find that the centre speaker of the Sony DVD Theatre system does not work. You also discover that there is no local service center for the Sony line, so you take the entertainment center to New Century Entertainment at 280 Yonge Street. When you pick it up the following day, store manager Tim Horton hands you a printed circuit board (PCB) with several bent and twisted pins.

"There's your problem," Tim says. "Montgomery's in Dallas, TX must have replaced this PCB—you can tell it is one of theirs because the name "Montgomery's" is stamped on it." He explains that whoever inserted the PCB did not align the pins properly and bent them by forcing it into its socket.

You pay \$54.00 for the repair job on New Century Entertainment's invoice #2526 and take both the PAM 78 and the ruined PCB with you.

**Write to Harry Montgomery, tell him what has happened, and ask for a refund (you decide how much). You do not want to return the item, but have the repairs paid or. You may assume you enclose copies of the two invoices with your letter.**

## Persuasive Request Letter

*In this assignment, you will act as a conference director and will write a short letter requesting a donation. As with any persuasive letter, it is important that you consider your audience and their reaction, the overall scope of the letter, and your role within your organization.*

Assume that you are a graduate student at Clemson University in the Engineering Department. In order to build professional development, you have volunteered to oversee the 4<sup>th</sup> Annual Southeast Graduate Conference for Engineers to be held in the spring of 2010. This conference has become an annual venue at Clemson designed to let graduate students practice presenting their research to other peers and to get feedback on their projects. Traditionally, the conference has been open to students at Clemson University, University of South Carolina, and North Carolina State University. Although this conference is fairly new, you have decided that you want to increase the publicity of this conference and open it up to schools and students all across the east coast. You also hope to raise the stature of the conference, making it a premier national venue for graduate students.

After setting up several committees and determining the overall costs of the conference, you determine that the \$1,000 that the Engineering Department has given you to run the conference won't be enough to make the conference as nice as you had hoped. Because you want to open this conference up to so many schools, you want to make sure that it is well-organized and that it is as professional as possible in order to set a standard for future conferences. You eventually determine that you will need an extra \$1,000 and that it will be necessary to ask several possible donors for money to help support the conference. As conference chair, it is your responsibility to now write a persuasive letter to several companies and on-campus organizations that requests a set amount (you can decide how much you would like to ask from the potential donor.)

You find out that a former Clemson University engineering alumnus, Perry Manfield, now owns a very successful engineering firm in Greenville named Engineering Solutions, Inc. and you think he might be a good person to ask for a donation. **In a letter (using professional business letter format), you need to write Mr. Manfield a persuasive letter that requests a donation. Keep in mind his reaction to such a request and what he might be most interested in when deciding whether or not to support the conference.**

## Routine Email Request

You are the manager a large advertising agency in Charleston, SC. You manage five branches: Atlanta, GA; Charlotte, NC; Memphis, TN; Jacksonville, FL; and Charleston, SC. It is time for your annual sales meeting which is coming up on August 30, 2005- September 2, 2005 and is being held in Savannah, GA. Before this meeting each sales person needs to have prepared a prospect client list containing at least 50 leads, and they need to put together their sales figures for Jan- June of 2005. You need to send out an **email** letting your sales staff know of this upcoming meeting. Make sure to include all the important information. Take into consideration, hotel, flight information, etc. Include any other details that you feel may be important.

Name: \_\_\_\_\_

**Please turn this in with the assignment.**

<b>Routine Memo:</b>	Format	5 points	
	Content	10 points	
	Grammar	10 points	
	<b>Total</b>	<b>25 points</b>	
<b>Routine Claim Letter:</b>	Format	5 points	
	Content	10 points	
	Grammar	10 points	
	<b>Total</b>	<b>25 points</b>	
<b>Routine Request Letter:</b>	Format	5 points	
	Content	10 points	
	Grammar	10 points	
	<b>Total</b>	<b>25 points</b>	
<b>Routine Email Request:</b>	Format	5 points	
	Content	10 points	
	Grammar	10 points	
	<b>Total</b>	<b>25 points</b>	
<b>Overall Grade:</b>		<b>100 points</b>	