Company Memo Grading Criteria

Syllabus states 5 page minimum, should be maximum, 3 is minimum

Introduction
Introducing the industry your company is in (what services they provide, etc.) and also what the main argument of your memo is going to be.
2 PTS

Outline of Regulation
Using course concepts, outline the primary regulation that your company must follow. In order to remain within the page limit range, focus on 2-3 regulatory issues. Explain how your company follows these rules (e.g. the regulation we have to follow is X, which means we have to do the following activities....).
3 PTS

Establishing "Problem"
Explain why current regulation is problematic for your company, or why proposed changes would be problematic. If you like how you are regulated, focus on the later, if you dislike how you are regulated, focus on the former.
3 PTS

Solution Proposals
Propose a few solutions that would require Congressional or FCC (or another agency if applicable) action. Make sure to note the difference between needing to change a law or having to change the policy itself. A great solution would be one fix that handles all your problems, though that might not be possible to do.
3 PTS

Outside Research
Have you gone beyond what the textbook or lectures have covered to develop more detailed knowledge/application of course concepts being used. Have you referenced the actual policies/laws that create problems for you
2PTS

Argument Strength
Do you present a strong argument backed by facts and organized sensibly, or is the argument obscure and poorly organized for its purpose
1 PT

Writing
Is the paper written in a professional style with a minimal number of typos, spelling errors, grammatical concerns.
1 PT