E-mail Judging Activity

E-mail Etiquette

Name: _______________________

Date: ________________________

For Completion Online

Directions:
1. Have students log on to a computer and type in www.gactaern.org/foundationskills.html.
2. Scroll down to lesson 3.9: Electronic Communications. The E-mail Etiquette Activity can be found by clicking the link to the Flash game in the rightmost column.
3. Once the game comes up, students will be shown four examples of e-mails, numbered 1 through 4.
4. They will rank the e-mails first through fourth, with first being the best and fourth being the worst. For example, if they rank the e-mails 3-4-2-1, e-mail number 3 is the best and e-mail number 1 is the worst.
5. Once students have chosen their rank, they will click the corresponding multiple choice answer on the screen.
6. A screen will pop up showing the student’s score and four blank boxes. The student should critique each of the e-mails in the boxes provided, listing what is good and what is bad as discussed in class.
7. Have the students print out their critiques. The link to do this is also listed on the page.

For Completion Offline

Directions:
1. Read each of the four business letters carefully. Use the worksheet to write a critical evaluation of each letter. Include grammatical and stylistic remarks.
2. Rank the letters from best to worst with first place being the best and fourth place being the worst. For example, if they rank the e-mails 3-4-2-1, e-mail number 3 is the best and e-mail number 1 is the worst. Write your ranking in the spaces provided.
E-mail Judging Activity

1. Critique each of the e-mails in the boxes provided below. List both positives and negatives about each e-mail as your teacher discussed in class.

<table>
<thead>
<tr>
<th>E-mail #1</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-mail #2</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-mail #3</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-mail #4</th>
</tr>
</thead>
</table>

2. Rank the e-mails from best to worst.

<table>
<thead>
<tr>
<th>Best (1)</th>
<th>Second (2)</th>
<th>Third (3)</th>
<th>Worst (4)</th>
</tr>
</thead>
</table>
Hey Ms. Cline,

Thanks for the invite to the Drug Manufacturer’s Fair your hospital is hosting on January 16. I was given the invitation from our PR department and so I’m going to represent Duncan Pharmaceuticals at the fair. I just got hired by them as the pharmaceutical representative you’re your area.

I figured I should set up an appointment to get ready for the fair since my district manager told me I should.. I’m pretty excited to show you what products we’ve got. The new vaccines, like the rabies one, are unusual, and we also have some de-wormers for cows too that haven’t been seen before. Plus a lot of our older products have improved marketing schemes and packaging—a “product makeover,” so to speak, and I’ll plan to bring those too. I believe everything we have to show you should be stocked in your hospital. However, that’s just my opinion and it will be yours that makes the final decision!

Please let me know when you’re available to chat and we’ll set a date.

I can’t wait to hear from you!

Thanks,

Vivian P. Armstrong

10th District Pharmaceutical Representative
Duncan Pharmaceuticals
varmstrong@duncanpharm.com
Hey Ms. Cline,

Thanks for the invite to the Drug Manufacturer’s Fair your hospital is hosting on January 16. Our PR department gave me the invitation and so I’m going to represent Duncan Pharmaceuticals at the fair. They just hired me as the pharm. rep for your area.

My district manager told me I should set up an appointment to get read for the fair. We’re pretty excited to show you what products we’ve got. The new vaccines are cool like the rabies one and then we have some de-wormers for cows too that haven’t been seen before. Plus a lot of our older products have undergone a makeover. I’ll bring those too. I think you should see everything we’ve got because we’ve got a lot of stuff and every hospital should have it. Definitely my favorite of these products is the shot against kennel cough that you can give to cats. I totally didn’t know cat’s could get the disease but just in case Duncan Pharm. Created a way to fix the problem! That’s why I think it’s so awesome. But that’s just my opinion, it’s gonna be yours that makes the final choice.

SO...LET ME KNOW WHEN YOU’RE AVAILABLE FOR THIS AND WE’LL MAKE A DATE! I CAN’T WAIT!! 😊

Peace,

Vivian P. Armstrong
Date: Thursday, November 19, 2012
From: “Vivian Armstrong” <varmstrong@duncanpharm.com>
Subject: Drug Manufacturer’s Fair
To: “Lara Cline” <LCline1@vhs.com>

Good morning Ms. Cline,

Thank you for your invitation to the Drug Manufacturer’s Fair hosted by your veterinary hospital on January 16. Our promotions department has passed your letter of invitation on to me and asked that I represent Duncan Pharmaceuticals at the fair. I have recently been employed as the Duncan Pharmaceuticals representative for your area.

I have been asked by our district manager to set up an appointment with you to help prepare for the Manufacturer’s Fair. We are anxious to present our line of products, especially our newest vaccines. Many of our products have recently been improved and have been proven to be the most effective on the market.

Would you please suggest a day and time frame that we might meet to discuss the Manufacturer’s Fair? Thank you for your consideration of Duncan Pharmaceuticals.

I look forward to hearing from you.

Sincerely,

Vivian P. Armstrong
10th District Pharmaceutical Representative
Duncan Pharmaceuticals
23 Cowford Bridge Road
Kite, GA 31049

varmstrong@duncanpharm.com
(667) 898-0098 Ext. 223
www.duncanpharm.com
Hey Ms. Cline,

Thanks for the invitation to the Drug Manufacturer’s Fair hosted by your veterinary hospital on January 16. The promotions department gave me the letter of invitation and asked that I represent Duncan Pharmaceuticals at the fair. I just got hired as the Duncan Pharmaceutical representative for your area. Our district manager wants me to set up an appointment with you to help prepare for the Manufacturer’s Fair. We are pretty excited to present our line of products, especially our newest vaccines. Many of our products have recently been improved and have been proven to be the most effective on the market. I really like the shot protecting against kennel cough in cats I did not realize cats could get kennel cough, so it is a pretty interesting vaccine to me for that reason! However, that is not our only interesting product, and I can’t wait to show them to you. What day and time would work out best for you for this meeting? Thank you for thinking of Duncan Pharmaceuticals when you sent out invitations.

I can’t wait to hear from you!

Sincerely,

Vivian P. Armstrong
10th District Pharmaceutical Representative
Duncan Pharmaceuticals
varmstrong@duncanpharm.com
(667) 898-0098 Extension 223
23 Cowford Bridge Road
Kite, GA  31049
www.duncanpharm.com
E-mail Judging Activity

Answer Key

Correct Ranking: 3-4-1-2

Critique of E-mail 1
Pros:
- Subject line is specific
Cons:
- Tone is too informal
- Signature lacks some contact information
- Spelling and Grammar Errors
  - “Representative” is misspelled; “Appointment” should be one word
- Overuse of the pronoun “I”
- E-mail is hard to follow

Critique of E-mail 2
Cons:
- Tone is too informal and totally unacceptable for business purposes
- No signature
- Subject line is specific but not for the right purpose
- Spelling and Grammar Errors
  - “Pharm” should be spelled out two different times; “cat’s” should be “cats;” there should be a semi-colon, not a comma, after “opinion;” “gonna” should be “going to;” “PR” should be spelled out; “Read” should be “ready”
- Overuse of the pronoun “I”
- Should not use all capital letters in the last sentence (yelling)
- Should not use an emoticon
- E-mail is hard to follow with a lot of irrelevant information

Critique of E-mail 3
Pros:
- Professional tone
- Signature has all the relevant contact information for the sender
- Subject line is specific
- E-mail is organized, brief and to-the-point
- Uses correct grammar and spelling

Critique of E-mail 4
Pros:
- Signature has all the relevant contact information for the sender
- Uses correct grammar and spelling
- Tone is still professional, but less formal. It is still acceptable.
- E-mail is brief and to-the-point
E-mail Judging Activity

Cons:
- Subject line is not as specific
- Needs to be broken into paragraphs
- Run on sentence about the kennel cough vaccine