

MEMORANDUM

To: KIN4520 Class
From: Gregg Rich
Date: August 12, 2013

Re: Moneyball Extra Credit Template

Rationale for requiring strict adherence to this template

Internal and external communications serve as a form of branding and can communicate an image; therefore, companies try to establish a “look-and-feel” in its communications that it believes most reflects its desired image. It is doubtful that companies use APA 6th ed. as the format foundation of its communications. Communication types will vary depending on whether the communication is internal (within the company) or external (outside of the company—such as clients or business alliances). For this assignment, a memo correspondence has been requested to simulate an internal correspondence between an employee and his or her manager.

As many sport organizations possess a strong marketing focus, do not be surprised if future employers expect strict adherence to its “communication guidelines.” For instance, Nike is as much a sport marketing company as it is a sporting apparel retailer. Some companies incorporate communication guidelines as part of its “brand guidelines.”

To protect its brand name recognition within its industry, Velocity Sports & Entertainment (“Velocity”) requires its employees to write out “Velocity” rather than abbreviate the company name to “VSE.” The company also requires its employees to use “we” instead of “I” when communicating to clients as its representative. Velocity works hard to institute a culture of “teamwork” within its employees, and wanted that “team” image to be reflected in its communications to its clients.

Furthermore, requiring employees to communicate in the same format makes it easier for quick interpretation of information by the recipient. The more familiar a format becomes to the reader, the more natural it will be for the reader to review the information in the most efficient manner possible.

How to utilize this memo template

There is a Word [™] and PDF [™] version of this template on eLC. The Word [™] template can be saved under a different file name on an employee’s (student’s) computer. Employees can then work from that memo template to ensure formatting consistency with memo boxes, headers, and footers. The following sections will discuss specific requirement related to the extra credit assignment.

Formatting the written sections of the assignment

Employees (students) are encouraged to use bullet points where appropriate. Business writing encourages a thorough, yet succinct, writing style.

The following are other formatting requirements to which employees should adhere when writing their extra credit assignments:

- When using bullet points, use sentence punctuation when there is more than one sentence associated to the bullet. However, never punctuate the last sentence or phrase associated to a bullet, as the period encourages the reader's eye to stop. By not using a period at the end of writing associated to a particular bullet, the reader's eye to move quickly to the next bullet or paragraph
- Orphan words (where only one word is on a line), such as above, are discouraged
- While occasionally necessary, bulleted statements are intended to be concise
- Writing should use a Calibri typeface with size 11 font
- Do not use paragraph indentions for this paper. Rather, leave a space between paragraphs
- First headings should be bold, and only the first word should be capitalized—unless it is a proper noun
- When referencing something specific from *Moneyball*, employees are expected to cite the book page (p. 25). If the source being cited is *Moneyball*, it is not necessary to utilize the full APA citation (Lewis, 2003, p. 25)
- Citations other than *Moneyball* should be in accordance with APA 6th edition
- Do not use "I" in this paper; rather, write in third person (as in this example)
- Please be consistent with tense (keep with past or present, though present is more common in business communications)
- Do not end sentences with a preposition (e.g. to, for)
- Avoid colloquialisms and slang in professional writing
- Avoid unnecessary words, such as "really" and "very"
- Sentence structure should flow and be easy to read
- Sentence structures should vary to keep the reader interested
- Length of paper is less important than quality of the information
- There should be two lines following the completion of a paper section

By adhering to the above guidelines, employees are well on their way to receiving positive feedback.

Required sections for the assignment

There are three required sections for this assignment, which should be titled as follows:

- Summarization of *Moneyball*
- *Moneyball* key learnings for MLB sport managers
- Possible financial applications of *Moneyball* key learnings for other sport enterprises

Again, a couple reminders. These section headings should be bold font. Also, anything specific from *Moneyball* should note the page number (p. 1). Employees are able and encouraged to find other sources that support their opinions. The third section of the assignment could be benefited the most from the use of additional resources.

Grading criteria

In completing this assignment, it is expected that employees will read *Moneyball*. While the recent movie is fairly aligned with the book, it does not provide the intricate information within the book necessary to complete this assignment well. Therefore, the writing should reflect a strong understanding of the book's content; emphasizing what it provides to sport managers.

While this example is three (3) pages in length, as it needs to provide thorough explanation of expectations, **this assignment can be no more than two (2) pages total.**

To receive full credit (5 points) on this assignment, employees (students) must adhere to the requested format, exhibit strong grammar, provide meaningful content, while citing all information they use.

The following are ways employees may not receive full credit (5 points):

- If employees do not follow writing guidelines, they will automatically lose one (1) point
- If writing quality is not to the level expected in a 4000 level class, they will lose one (1) point
- If information is not cited properly, they will lose one (1) point
- If the written content is not sufficient, they can lose "up to" three (3) points

Please note, it is not possible to lose more points than available with this assignment.

Employees will not get an opportunity to "re-do" assignments, as the expectation is that they will work on these assignments diligently, and come to the manager (instructor) during his office hours with any questions prior to the deadline.

Assignments should be "printed out" and submitted in a paper form to the manager (instructor)

Please refer to the manager with any questions.

Regards,

Gregg Rich