

BA 205 Assignment 2 – Term Research Assignment Memo

This assignment is an individual assignment and each student needs to submit their original work, even if you have opted to work with another student for the term research project.

This assignment is to be no more than one typed, single-spaced page. Use Times New Roman 11 point font.

As you complete this assignment, please remember several key points.

- ✓ Your answers need to be in complete sentences.
- ✓ The content of your memo needs to contain *at least* three paragraphs (an intro, a body and a conclusion) and will likely contain more than three paragraphs based on the information you are to include in your document.
- ✓ While the information you're to include in the memo is enumerated in a list below, you likely won't use any lists in your document. If you do, though, remember all lists must be introduced. Lists should not be left hanging nor should they be used to end a document.

Please include the information requested below in a MEMO to your instructor.

1. Identify if you are working on the term research assignment by yourself or if you are working with another student. If you are working with another student please provide their first and last name and their contact information.
2. Introduce your term research assignment topic and overall persuasive goal. Make sure to include the action you want your audience to take once you presented the research/information you've found.
3. Clearly state who your audience will be – be as specific as possible, including the names and titles of the people who would be the decision-makers in approving your persuasive request. Remember your audience must be existing – it cannot be a fictitious audience. See the Term Research Assignment for additional requirements.
4. Present how are you going to find your research. What are the key words you might use to search? What types of research will you look to use in order to effectively persuade your audience? Why would this research be successful in persuading the audience?

You will be graded on how you write and present the information to the reader, how you approach the structure of the document and if you use appropriate business document formatting.

- *Early assignments are gladly accepted.*