

INSTRUCTIONS

- Write two professional messages from the options provided below, each addressing a different scenario (250 words approx. for each message). One message must convey good news, while the other must deliver bad news.
- You must also provide a reflection on each (150-200 words approx.) where you critique the emails according to three of the 7 C's of effective communication and how the emails align with these and refer to writings on this topic (provide your references and sources).
- The 4 short writings can be submitted on one word document, clearly separated.

Email scenario options:

Choose one scenario from Group A (Informative or Good News) and one scenario from Group B (Bad News).

Group A: Informative or Good News

Option 1: Job Offer Acceptance

You have recently been offered a position at a company you applied to named "BrightWave Inc.". Write an email to the hiring manager, Ms. Hannah Price, accepting the job offer to begin on Monday 4th August 2025, expressing your gratitude, and outlining your understanding of the next steps.

Option 2: Company Newsletter

As part of the internal communications team, you need to write an email for the company newsletter. The email should highlight a recent success story within the company, such as a completed project, a sales milestone, or a new partnership.

Option 3: Customer Appreciation

You work in the customer relations department of a retail company. Write an email to a long-term customer, Mr. Daniel Black, expressing appreciation for their loyalty over the past 10 years and informing them of an exclusive discount or reward as a token of gratitude.

Option 4: Reaching a Sales Goal

Your team at LemonPro have met and exceeded their sales goal for the quarter by 10%. They have worked hard over the summer months to close important deals and improve client relations. Write an email to congratulate them, acknowledging the hard work, celebrating the achievement, and informing them of a 500-euro bonus they will receive each.

Group B: Bad News

Option 1: Rejection of Job Application

As the hiring manager for Momentum Media, you need to inform an applicant, Ms. Caroline McCartney, that they were not selected for the position. Write a respectful and empathetic email to the candidate, providing constructive feedback if appropriate.

Option 2: Policy Change Announcement

As part of the HR team for the company ProVision Consulting, you need to inform employees about a new company policy that may be unpopular. Employees must now clock in and out during their lunchbreaks. Write an email explaining the reasons for the change and how it will be implemented.

Option 3: Denial of Customer Request

You work in customer service and need to inform the customer, Mr. Alex Zimmerman, that their request for a refund has been denied. Write a tactful email explaining the reasons for the denial and offering alternative solutions if possible.

Option 4: Addressing a Missed Project Deadline

Your company, Elite Marketing Strategies, has recently missed a critical project deadline for a key client. Despite the team's best efforts, unexpected challenges and delays in execution have led to the project falling behind schedule. As the project manager or leader, you need to write an email to the team, addressing the issue, acknowledging what went wrong, and outlining steps to prevent future delays.

FORMAT

Your submission must meet the following formatting requirements:

- **Number of files for submission:** 1
- **Required file format for main submission:** Word
- **Word count:** 250 words per message plus a 150-word reflection on each message.

All referencing and citations require **Harvard referencing style**. Students must avoid plagiarism and use the Harvard Referencing Guide and Turnitin to ensure that their sources are correctly cited. Plagiarism includes the use of artificial intelligence tools, such as ChatGPT and Grammarly, when output is copied and pasted from these sites. Please refer to the **Academic Policies and Procedures Manual** and the **Student Good Practice Manual in AI Literacy** available on the Student Services page for further details.