

ENG 30063-003
Business & Professional Writing

Instructor: Jessica Corey

Required Texts & Materials:

Graves, H., & Graves, R. (2011). *A strategic guide to technical communication, second Edition*. Buffalo, NY: Broadview Press.

Barbato, C. A., Davis, L. L., & Seeman, M. F. (2012). *This we know: A chronology of the shootings at Kent State, May 1970*. Kent, OH: The Kent State University Press.

A flashdrive drive on which you will turn in your final Service Learning Project

Course Description:

As budding professionals, you must know how to communicate effectively within your vocation. Effective written communication involves awareness of audience, purpose, and conventions. This course, then, serves as a comprehensive introduction to strategies for composing successful business documents and presentations. We will engage in reading rhetorical theories about business communication, and applying these theories to our work. Finally, to bring awareness to the importance of using knowledge and business endeavors to create positive social changes, this course addresses business and professional writing for both for-profit and non-profit organizations and involves a service learning component.

Course Objectives:

- * To use appropriate rhetoric for various professional contexts
- * To analyze complex documents
- * To integrate graphics and other visual elements into professional documents and multi-modal projects
- * To determine and utilize appropriate collaborative techniques for a given document, including peer review
- * To compose text that is mechanically proficient with very few or no errors
- * To practice giving professional and engaging presentations.
- * To practice writing a variety of business formats, such as memos, letters, proposals, status reports, and marketing materials.

Assignments & Evaluation

Resume & Cover Letter (50 points)
Memo & Business Letter (50 points)
Reading Responses & Quizzes/Assignments (150 points)
May 4 Service Learning Project (500 points total)
 Proposal (100 points)
 Status Report (50 points)
 Marketing Project Presentation (50 points)
 Final Marketing Project (300 points)

Reflective Essay (100 points)
Participation (150 points)

A	930-1000 pts.	B+	870-899	C+	770-799	D+	670-699
A-	900-929	B	830-869	C	730-769	D	600-669
		B-	800-829	C-	700-729	F	0-599

You will receive detailed assignment sheets, which we will review in class.

Tentative Schedule

Week 1

- T 1/15 Course Introduction
R 1/17 **Reading Responses 1 & 2 due.** Robert McEachern, “Problems in Service Learning and Technical/Professional Writing: Incorporating the Perspective of Nonprofit Management” & Louise Rehling, “Doing Good While Doing Well: Service Learning Internships”

Week 2

- T 1/22 **Reading Response 3 due.** Barbato et al., *This We Know: A Chronology of the Shootings at Kent State University, May 1970*
R 1/24 Field Trip to the May 4 Visitor’s Center

Week 3

- T 1/29 May 4 Visitors Center Guest Speakers
R 1/31 *SGTC* Chapter 1, “Thinking about Audience, Purpose, and Genre”

Week 4

- T 2/5 **Resume & Cover Letter and Reading Response 4 due.** *SGTC* Chapter 2, “Leading and Misleading the Reader: Ethical Issues of Technical Communication” & Sandra Larson, “Unique Nature and Struggles of Traditional Small Nonprofits”
R 2/7 *SGTC* Chapter 7, “Writing Email and Letters for the Workplace”

Week 5

- T 2/12 **Reading Responses 5 & 6 due.** James Reither, “Bridging the Gap: Scenic Motives for Collaborative Writing in the Workplace and School” & Lisa Meeder Turnbull, “Writing for Government and Nonprofit Social Service Agencies”
R 2/14 **Memo & Business Letter due.** Service Learning

Week 6

- T 2/19 *SGTC* Chapter 8, “Writing Winning Proposals”
R 2/21 Service Learning

Week 7

- T 2/26 **Reading Response 7 due.** *SGTC* Chapter 4, “Writing Technical Prose” & Art Young, “Storytelling in a Technical Writing Class: Classroom-Based Research and Community”

R 2/28	<i>SGTC</i> Chapter 5, “Designing Documents and Page Layout” & Chapter 6, “Communicating Through Visuals: Visual Technical Communication”
Week 8	
T 3/5	Proposal due. <i>SGTC</i> Chapter 12, “Taking Technical Communication Online: Sharing Documents Electronically & Writing Online Documents”
R 3/7	Service Learning
Week 9	
T 3/12	Service Learning
R 3/14	Service Learning
Week 10	
T 3/19	Service Learning
R 3/21	<i>SGTC</i> Chapter 9, “Reporting Technical Information” & Service Learning
Week 11	
T 3/26	No Classes, Spring Break
R 3/28	No Classes, Spring Break
Week 12	
T 4/2	Service Learning
R 4/4	Status Report due. Service Learning
Week 13	
T 4/9	Service Learning
R 4/11	<i>SGTC</i> Chapter 13, “Presenting Technical Information Orally”
Week 14	
T 4/16	Service Learning
R 4/18	Service Learning
Week 15	
T 4/23	Presentations due. Presentations
R 4/25	Presentations
Week 16	
T 4/30	Writing Workshop
R 5/2	Reflective Essay and Final Marketing Project Due

*The instructor reserves the right to amend the syllabus, course schedule, and course documents.