

Professional Writing for Business

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Office Hours MWF 2:00-3:00, TR 11:00-12:00

Course Description

Professional Writing for Business is designed for business majors. An introduction to and application of professional workplace genres. Practice in planning, designing, developing, producing, and evaluating business communications. Rhetorical aims will shape the information or document production and design.

Learning Outcomes

Upon completion of ENGL 2223, you should be able to:

- ✓ recognize and employ the conventions and genres of business communication;
- ✓ use visual and written rhetoric to accommodate different audiences and purposes;
- ✓ and produce accessible, persuasive, and usable documents.

Required Textbook

Oliu, Brusaw, and Alread. *Writing that works: Communicating effectively on the job*. Boston: Bedford/St. Martins. 11th or 12th edition.

Electronic Communication

I will be available by email Mon-Fri until 5PM. All emails sent after 5PM (CST) will be answered the next business day.

Because this is a business writing course, ***all emails sent to me must be professionally written using the standard email format. Emails not using professional standards will be ignored.***

Attendance

It is important that you attend class and arrive on time. **Five (5) absences from class (excused or not) will result in an automatic F for the semester grade.** If you need to miss several classes because of personal reasons, you should alert the Dean of Students office and provide them with the necessary documentation so that they can verify the situation for all of your instructors. Please see the MSU COVID webpage for more information should you begin to experience COVID-19 symptoms. Student athletes that have to miss class to attend sporting events must come see me at the beginning of the semester.

Missing and Late Work

Late and missing work is unprofessional. **To pass this course you must complete all major assignments.** Additionally, all work should be submitted on time. ***Late work may be penalized one letter grade for each day it is late.*** If an emergency arises, you must contact me ahead of time to request an extension. Extensions will be granted based on the merits of each case.

Academic Dishonesty

Plagiarism, cheating, and other forms of academic dishonesty will be punished with a failing grade for the course and be reported both to Dean Stambaugh of DCOBA and the Dean of Students. [Seriously, get a C rather than an F for the semester. Don't risk your GPA.] Please consult the Undergraduate Handbook for Midwestern State University's policies concerning academic misconduct.

Graded Activities

Project 1: Memo	10 pts
Project 2: Proposal	15 pts
Project 3: Job Application Packet	15 pts
Project 4: Correspondence Packet	15 pts
Project 5: Recommendation Report	30 pts
Presentation	15 pts
TOTAL POINTS	100 pts

Final Grade Scale

100 - 90% — A, 89 - 80% — B, 79 - 70% — C, 69 - 60% — D, < 60% — F

Graded assignments submitted after their due dates will be penalized in the following ways:

- The grade for the assignment will drop 10% for each scheduled class meeting that it is late.
- Students will not be allowed to turn in future assignments until late work has been submitted. These assignments also will be penalized for late submission.

Statement of Nondiscrimination

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law, all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disabilities.

This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: “No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity.” For information on Disability Services at Midwestern State University see the following:

<http://students.mwsu.edu/disability/>

Submission Format and Policy

- All written assignments must follow APA or IEEE format unless otherwise noted.
- **Documents must be uploaded as MS Word .doc or .docx files, or PDF files when indicated.** Any documents uploaded not in these formats will not be graded.
- Failure to upload all required documents will result in a failing grade for the assignment.

By enrolling in this class, the student expressly grants MSU a “limited right” in all intellectual property created by the student for the purpose of this course. The “limited right” shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality and authenticity, and for educational purposes.

Writing Center

Begin drafting papers as early as possible and take advantage of the MSU Writing Center, which will be online (<https://msutexas.edu/writing-center/>). Writing tutors will not edit your papers for you, but they will provide support and feedback at every stage of the writing process, from brainstorming to drafting, revising to proofreading.

Readings

PROJECT	CHAPTERS IN <i>WTW</i>
1 (weeks 1-3)	1, 2, 7
2 (weeks 4-5)	12
3 (weeks 6-7)	14
4 (weeks 8-10)	8
5 (weeks 11-15)	10, 13

Some readings will be assigned and posted on D2L. These will consist of PowerPoints or articles. Please be prepared to discuss any and all of the readings (book chapters included) in class on the dates listed on the schedule.

ENGL 2223 Schedule

** Schedule subject to revision as necessary **

Week	Dates	Topic/In-Class	Assignment Due by 5:00 PM on Friday of This Week
1	8/22-26	Introduction to ENGL 2223 Foundations of Business Writing	
2	8/29-9/2	Basics of Business Writing Writing e-mails	
3	9/5-9	Labor Day (Monday) – No class Memos and Proposals	Project 1: Memo
4	9/12-16	Proposal Writing Ethical Issues and Research	
5	9/19-23	Proposal Work	Project 2: Proposal
6	9/26-30	Applying for a Job Searching for Jobs	
7	10/3-7	Resumes Cover Letters	Project 3: Job Application Packet
8	10/10-14	Communication Packet Persuasive writing	
9	10/17-21	Positive and negative news	Project 4: Correspondence Packet
10	10/24-28	Formal Reports Document Design and Layout	
11	10/31-11/4	Executive Summaries Table of Contents	
12	11/7-11	Letter of Transmittal Work Day	
13	11/14-18	Finish up Project 5	
14	11/21-25	Thanksgiving Break – No class	
15	11/28-12/2	Presentations	Project 5: Recommendation Report