

Professional Writing for Business

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Office Hours Online and through email

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

Business Communication for Success. It's on D2L for free.

Project List

- **Project 1:** Job application materials
- **Project 2:** Formal internal proposal
- **Project 3:** Internal communication packet
- **Project 4:** Persuasive memo
- **Final Project:** Marketing brochure

Course Requirements

- **Class participation:** Class participation is achieved through the weekly discussion boards. You are required to do one per week.
- **Technology:** All assignments must be turned in as Microsoft Word documents for Projects 1-4. Project 5 can be turned in as a PDF. Any document turned in as Apple Pages or other file types will receive a zero grade.
- **Style and design:** Assignments should follow the prescribed design formats for their genres.
- **Professionalism:** Students are to treat their peers in a professional manner.
- **Project drafts:** I will review project drafts if emailed before Thursday at 6:00 p.m.

Attendance

Regular attendance is required. While absences are sometimes unavoidable, please be aware that University policy (Policies and Rules, 42-27) states that a student whose absences are excessive “may run the risk of receiving a lower grade or a failing grade,” regardless of his or her performance in the class. You run that risk if you exceed three unexcused absences in a MWF course, or two unexcused absences in a TTH course.

Online courses mark their attendance and participation by completing discussion boards.

Email Format

All emails should be written in a professional tone, format, and style. Unprofessional emails will be ignored.

Professional tone, format and style means you need to a greeting, at least two body paragraphs, and an end salutation. For example,

Dear Dr. Clegg,

I will not be able to make it to your 8:00 AM class today due to car trouble. I apologize in advance and will ask my peers for notes.

Best,

Student Mustang
M100101010

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. Please consult the Undergraduate Handbook for Midwestern State University’s policies concerning academic misconduct.

The use of AI writing tools like ChatGPT **is strictly prohibited**. If I catch you using any AI tool to submit your projects, you will receive an F grade for the assignment and possibly the course. I know how ChatGPT works and what iterations of assignments it produces.

Graded Activities

Project 1: Job Packet	100 pts
- Resume	50 pts
- Cover letter	50 pts
Formal Proposal	100

Correspondence Packet	100
Persuasive Policy Memo	100
Final Project	100
Weekly discussion posts	100

Final Grade Scale

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

Please note that documents are graded subjectively. Turning them in does not mean an automatic A. You do not get to revise documents after submission. Documents produced for this class will be evaluated based on the effectiveness of their writing, the level of their professionalism, the visual appeal of their design, the extent to which they follow directions, and the degree to which they meet the expectations of the assignment.

Grades will be determined according to the following criteria:

- A** Exemplary work. You or a company could use the document publicly without fear of embarrassment. The copy is correct, and the content does not require revision.
- B** You or a company could use the document with only minor editing of content, presentation, or writing style/mechanics.
- C** The document requires revision of content, presentation, or writing style/mechanics (or some combination thereof) before you or a company could use it.
- D** The document is sloppy or unprofessional. It requires extensive revision of content, presentation, and/or writing style and mechanics before it could be used.
- F** The document is not worth revising. Its problems are so pervasive that a company would give the project to another writer. You would be fired and escorted off the premises by security.

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."

To obtain disability support services, students must

- be accepted for admission to Midwestern State University,
- complete a request for services form available through the Office of Disability Services, and provide current documentation from a qualified professional (such as a licensed physician, psychologist, audiologist, etc.) diagnosing the disability, as defined by the Americans with Disabilities Act.

For information on Disability Services at Midwestern State University see the following:

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

If the instructor does not have proper notification, he will expect the same performance from each student enrolled in the course.

Writing Proficiency Requirement

All students seeking a Bachelor's degree from Midwestern State University must satisfy a writing proficiency requirement once they have 1) completed 6 hours of Communication Core and 2) earned 60 hours. Students may meet this requirement by passing the Writing Proficiency Exam, passing two Writing Intensive courses, or passing English 2113. If you have any questions about the exam, visit the Writing Proficiency Office website or call 397-4131.

Tutoring Support

Tutoring and Academic Support Programs (TASP) provides free drop-in tutoring for MSU students. Located on the first floor of Moffett Library, TASP's Learning center provides tutoring support in a number of core courses and subject areas. Please see our schedule for more information about times and offerings. Remember that you don't need an appointment to utilize these services.

Some departments also provide tutoring. Check the "Tutoring at MSU" tab in the portal for more information about all campus tutoring opportunities.

For Distance Education students, TASP has partnered with Thinkingstorm, an online tutoring company that provides you with high-quality, 24/7 tutoring support. Located at the top of your D2L course page, select the Distance Education Tutoring course to book an appointment with a tutor. If you are a distance education student (i.e. you live more than 50 miles from MSU and are in all online courses), but you do not see this course pop up under your courses, please contact Ashley Hurst.

Campus Carry Statement

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at <http://mwsu.edu/campus-carry/rules-policies>.

ENGL 2223 SUMMER II SCHEDULE

WEEKS	READINGS	ASSIGNMENTS
WEEK 1 6/5-11	INTRO TO THE COURSE CHAPTS 1, 2, & 8	PROJECT 1 DUE BY FRIDAY WEEKLY DISCUSSION POST BY FRIDAY
WEEK 2 6/12-18	CHAPTS. 4 & 10	PROJECT 2 DUE FRIDAY WEEKLY DISCUSSION POST BY FRIDAY
WEEK 3 6/19-25	MATERIAL ON D2L	PROJECT 3 DUE FRIDAY WEEKLY DISCUSSION POST BY FRIDAY
WEEK 4 6/26-7/2	MATERIAL ON D2L & CHAPTS. 5, 6, & 11	PROJECT 4 DUE SUNDAY WEEKLY DISCUSSION POST BY FRIDAY
WEEK 5 7/3-7/6	MATERIAL ON D2L	FINAL EXAM JULY 6TH.