

English 2223, summer 2023 online Syllabus

Professional Writing for Business

Instructor

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Office Hours

Online and through email.

Course Description

Professional Writing for Business is designed for business majors as an introduction to and application of professional workplace genres. Students will gain practice in planning, designing, developing, producing, and evaluating business communications. Special attention will be given to rhetorical aims, as they shape the information and inform the 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 two weekly assessments:
 - **Quizzes.** These will be available on Fridays from 8:00 a.m. until 11:30 p.m.
 - **Discussion boards.** You are required to do one per week due on Friday.
- **Technology:** All assignments must be turned in as Microsoft Word documents for Projects 1-4. 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. Your writing style should be clean, clear, and free from errors.
- **Professionalism:** Students are to treat their peers in a professional manner.

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. Schulze,

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
Your MNumber Here

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.*** Extensions will only be considered if you contact me ahead of time the deadline. 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/Bard/etc. 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 LLMs work and what iterations of assignments it produces.

Graded Activities

- Project 1: Job Packet - **100 pts**
 - Resume - 50 pts
 - Cover letter - 50 pts
 - Job ad - required but ungraded
- Formal Proposal - 100
- Correspondence Packet - 100
- Persuasive Policy Memo- 100
- Final Exam - 100

- Quizzes - 100 (4quizzes)
- **Total Points - 600 points**

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.

[Information on Disability Services at Midwestern State University.](#)

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

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. [Information regarding campus carry at the University.](#)

Course Schedule

Weeks	Readings	Assignments
Week 1, June 2-8	<ul style="list-style-type: none">• Intro to the course• Chapters 1, 3, 4.3-4.6• D2L Materials	<ul style="list-style-type: none">• Project 1, Due by Friday• Quiz 1, Due by Friday
Week 2, June 9-15	<ul style="list-style-type: none">• Chapters 4 & 10	<ul style="list-style-type: none">• Project 2, Due by Friday• Quiz 2, Due by Friday
Week 3, June 16-22	<ul style="list-style-type: none">• Material on D2L	<ul style="list-style-type: none">• Project 3, Due by Friday• Quiz 3, Due by Friday
Week 4, June 23-29	<ul style="list-style-type: none">• Chapters 5, 6, & 11• Materials on D2L	<ul style="list-style-type: none">• Project 4, Due by Sunday• Quiz 4, Due by Friday
Week 5, June 30- July 3	<ul style="list-style-type: none">• Materials on D2L	<ul style="list-style-type: none">• Final Project, July 3th