

Professional Writing for Business

Instructor

Geoffrey Clegg
Office: Bea Wood 234
Phone: 6364
Geoffrey.clegg@msutexas.edu

Office Hours

Online 10:00-10:50 AM M-R or 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.

Because this is an online course, and because you have taken ENGL 1143 or its equivalent, you are required to review and revise over your work before submission. Please make sure that you re-read, re-write, and review over all material before submission. I will happily go over your work with you via Zoom or through email (as long as it is sent before 7 PM on Thursdays) in order to help you.

Required Textbook

Business Communication for Success. On D2L as a downloadable PDF. The textbook is an OER free use textbook.

We will be using supplementary materials on D2L for a lot of this class. All quiz and final exam questions will be drawn from the book and any other materials.

Attendance

While this is an online course, 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.

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.

No, you cannot turn in late work at the end of the semester.

Academic Dishonesty

Plagiarism, cheating, and other forms of academic dishonesty will be punished with a failing grade. **If you plagiarize, your work will be sent to the Dean of Students with documentation and you will fail the course automatically.** Please consult the Undergraduate Handbook for Midwestern State University's policies concerning academic misconduct.

Graded Activities

Project 1: Policy Memo	10 pts
Project 2: Persuasive Letter	10 pts
Project 3: Negative Letter	10 pts
Project 4: Short Report	30 pts
Project 5: Job Application Materials	20 pts
Weekly Quizzes (4 x 5pts)	20 pts
Final Exam	30 pts
<hr/>	
Total points	130 pts

Discussion Board posts are ungraded but count as attendance. They are a required part of this course.

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.

Schedule

Week 1: What is Business Writing, Audience, and Drafting?

- M What is English 2223? Overview of course policies and procedures. Read the syllabus. Read **Project 1** assignment sheet. Read Chapters 1, 2, 6, and 7 of your textbook. (They're not long.)
- W **Take Quiz 1 before 10 PM**
- F **Discussion Post 1 due Friday by 10PM.**
- Project 1 due by Friday by 10 PM.**

Week 2: Persuading Audiences

- M **Project 2: Persuasive Letter** introduced. **Read:** Chapter 9
- W Quiz 2 due by 10 PM
- F **Discussion Board 2 due by 10PM**
- Project 2 due by 10PM.**

Week 3: Informing Audiences (Negative News)

- M **Project 2: Negative Letter** introduced. **Read:** Chapter 8
- W Quiz 3 due by 10 PM
- F **Discussion Board 2 due by 10PM**
- Project 3 due by 10PM.**

Week 4: Informing and Persuading (Good News)

- M **Project 4: Short Report** introduced. **Read:** Chapters 17-20
- W **Quiz 4** due by 10 PM
- F **Discussion Board 4 due by 10PM**
- Project 4 due by 10PM**
- .

Week 5: Searching for a Job

- M How do I coordinate an effective job search? Intro to Project 4, the Job Application Packet. What should I do before applying for a job? How I prepare? **Read:** Resume and application letters materials on D2L.
- W LinkedIn Profile completed and hyperlinked to resume.
- Thurs **Project 5 submitted.**
- Thursday Final Exam.**