Course Description:
- “An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment. Upon successful completion of the course, students will be able to: 1) use technically correct, clear English in the preparation of business documents, including letters, memoranda, and reports; 2) analyze and synthesize information to write a focused, effectively organized report for a designated audience; and 3) document research sources appropriately.” (Doane College Catalog 2002-2003)

Class Meeting Times:
- Tuesdays – 6:00 p.m. – 10:00 p.m. (first class is Tuesday, May 26, 2015)

Adjunct Professor:
- Mary Place, MA, Financial Services Professional, (Telephone: 402-631-8848)
- Preferred Communication Mode – Email – mary.place@doane.edu

Required Text:

Handouts:
- Plagiarism: What It is and How to Recognize and Avoid It, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from http://www.indiana.edu/~wts/wts/plagiarism.html.

Learning Outcomes and Course Goals:
- Identify appropriate forms and contexts for business audiences (mode; communication). Chapter 1.
- Develop letters, memos, speeches, promotional and media copy (through written and group activities) conducive to an ethical work environment. Chapters 2, 3, 4, 5, and 6, and in-class activities.
- Develop resumes and cover letters. Chapter 7.
- Develop advanced research skills (utilizing APA format). Chapters 8 and 9, and online activities.
- Embrace and take advantage of technologies relevant to business writing projects. Chapters 10 and 11, and individual and group activities.
- Write procedures, instructions and proposals. Chapters 12-15.
- Develop confident communication styles appropriate to different audiences; make presentations. Chapter 16.

Course Format:
- Discussion of assigned readings from the text and various media; individual and group writing projects and activities; individual writing assignments.
**Assessment and Class Policies:**

- Students will be able to obtain a total of 475 points as follows:
  - 100 points – In-class participation, which includes discussions (eight classes at 25 points per class)
  - 350 points – written activities (10 activities at 25 points per activity)
  
  *Note: all written assignments must be typed (double-spaced), and use a font of no less than 12pt.*

- Grading Scale –
  - 97%–100% = A+
  - 93%–96% = A
  - 89%–92% = B+
  - 85%–88% = B
  - 81%–84% = C+
  - 78%–80% = C
  - 74%–77% = D+
  - 70%–73% = D
  - 69% and Below = Failing Grade

- Policies:
  - All chapters and course material for discussion must be read prior to course meetings.
  - Email access is mandatory.
  - Attendance is mandatory. Please notify the professor of necessary absences prior to each class. More than two absences will result in reduction of one letter grade.
  - Late assignments will not be accepted. Incomplete assignments will have 10 points deducted from assigned grade.
  - Cellular telephones must be turned off at all times during class; pagers are acceptable if needed for personal emergencies or professional reasons.

**Course Schedule:**

**Week 1**
- Introductions
- Discuss syllabus
- Student contact information sheets
- Personal and professional writing experiences; current events
- Grammar review
- Discussion – chapters 1, 2 and 3
  - What types of business writing do you do now?
  - What do you hope to learn from this course that would help you professionally and personally?
- Computer lab: create memo about yourself; rewrite paragraphs to eliminate wordiness; edit for ethical language.

**Week 2**
- Review and hand in lab assignments
- Current events
- Discussion – chapters 4, 5 and 6
  - Memos, faxes, emails; different types of business letters, instant messaging, blogs and podcast
- Group activity
- Computer lab: create blog and letters

**Week 3**
- Review and hand in lab assignments
- Current events
- Bring your current resume and an example of a cover letter that you have written to class
- Discussion – chapters 7, 8 and 9 (resumes, cover letters, job interviews); include discussion about human resources manuals, communications with employees, safety manuals
- Discussion – APA Style and summarizing information
• Computer lab: research a job to apply for; prepare a cover letter and resume to reflect that position

Week 4
• Review and hand in lab assignments
• Current events
• Discussion – chapters 10 and 11 (designing visuals, successful documents, web sites, social media, etc.)
• Computer lab: research an ineffective web site and write a summary of how to improve the site

Week 5
• Review and hand in lab assignment
• Current events
• Discussion – chapter 12 (technical writing)
• Computer lab: complete technical writing assignment

Week 6
• Review and hand in lab assignment
• Current events
• Chapters 14, 15 and 16 (writing short and long reports; presentations)
• Computer lab: complete short sales report

Week 7
• Review and hand in lab assignment
• Current events
• Discussion of grants and requests for proposals
• Discussion of sales and marketing plans
• Chapter 13 (writing winning proposal)
• Computer lab: complete sales proposal

Week 8
• Review and hand in lab assignment
• Current events
• Review all material presented in the course
• Class assessments

**Doane College Academic Integrity Policy:**
The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others’ ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies.

• Doane College Academic Integrity Policy reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.
• Plagiarism: What It is and How to Recognize and Avoid It, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from http://www.indiana.edu/~wts/wts/plagiarism.html.