

Business Writing

EN304-0030 (Spring 2012)

Tuesdays/Thursdays 1:30-3:18 p.m. (Stillman Hall 0235)

Instructor: Michael Marberry

Email: [INSERT]

Office: Denney Hall 461

Office Hours: T/R 11:30-1:00 p.m. (appt)

Required Texts & Materials:

- Kolin, Philip C. *Successful Writing at Work*. [ISBN: 0-547-14791-0]
- USB flash-drive (optional but *strongly* recommended)
- Notebook for note-taking and in-class exercises

Course Goals & Prerequisites:

The study of principles and the practice of techniques associated with business and professional writing; emphasis on the style, organization, and conventions appropriate to business letters and reports. Two 2-hour classes each week. Worth 5.00 credit-hours.

Prerequisites: EN110 or EN111 or equivalent and JR or SR academic standing.

Course Description:

The primary objective of this course is to help you communicate effectively in a range of business and professional situations. We will examine rhetorical, legal, and ethical concerns within various workplace communications and then utilize our knowledge to create practical and viable business documents—both individually and collaboratively.

The projects for EN304 are unlike the projects for most other university courses because you will produce documents of potential “real-world” significance and consequence. I will evaluate your work; however, evaluation will also hinge on how well your documents meet the needs of internal and external “clients.” For this course, your internal “clients” include both your classmates and me (your “coworkers” and your “manager”); and your hypothetical, external client is the local nonprofit organization MMORE. To successfully prepare these documents, you must consider the rhetorical aspects crucial to professional communications—e.g. tone, design, audience, genre, style, etc.

Course Requirements:

During this quarter, you will complete several major assignment designed to build on each other intellectually and conceptually. Regular in-class assignments will help you practice the skills that you’ve learned. Readings will also be assigned to correspond with discussions.

Assignment:	Due Date:	Percent:
DW (10%), Quizzes (10%), & Participation (5%)	Throughout Quarter	25%
Resume, Cover Letter, & Conference	Tuesday, April 17 by 5:00 p.m.	10%
Report on Organization/Website (MMORE 1)	Tuesday, May 1 by 5:00 p.m.	15%
Group Marketing Proposal (MMORE 2)	Tuesday, May 15 by 5:00 p.m.	15%
Group Brochure & Flyer (MMORE 3)	Tuesday, May 22 by 5:00 p.m.	15%
Group Pitch / Presentation (MMORE 4)	Thursday, May 31 by 1:30 p.m.	15%
Revised Resume & Cover Letter	Thursday, June 7 by 1:30 p.m.	5%

OSU Grade Scale:

Standard Scale:			Final Grade Scale:		
	A = 4.0	A- = 3.7		A = 3.85-4.00	A- = 3.50-3.84
B+ = 3.3	B = 3.0	B- = 2.7	B+ = 3.15-3.49	B = 2.85-3.14	B- = 2.50-2.84
C+ = 2.3	C = 2.0	C- = 1.7	C+ = 2.15-2.49	C = 1.85-2.14	C- = 1.50-1.84
D+ = 1.3	D = 1.0		D+ = 1.15-1.49	D = 1.00-1.14	
	E = 0.0			E = 0.00-0.99	

Late Assignment Policy:

Work must be completed and submitted on time. Late submission of a major assignment will result in a deduction of one full letter-grade for each day past the due date (e.g. B+ to C+). Also, please note that daily work and homework exercises cannot be made-up or submitted late. In the event of a late major assignment, a “Late Project Memo” must also be completed and submitted via email.

Your grade will not be affected if a major assignment is late due to an excused absence. Students who know that they will miss class when the assignment is due must contact the instructor as soon as possible (in advance) to arrange for the submission of the assignment.

Attendance & Tardiness Policy:

Attendance is important to the success of this class and to your development as a writer. As such, you are expected to attend class regularly (and on time) and participate fully. For this course, you are allowed to accumulate two (2) unexcused absences. However, each unexcused absence after two (2) will result in the lowering of your final grade by one-third of a letter grade (e.g. B to B-). Accumulating five (5) unexcused absences will automatically result in failure of the course.

Absences may be excused if it would be “fair” and “reasonable” to do so. Examples of excused absences include participation in intercollegiate sporting events, religious holidays, family tragedy, and extreme illness. If you must miss class for one of these reasons, notify me as soon as possible. Each excused absence must be accompanied by an “Absence Memo” submitted via email.

Tardiness is disruptive to the class environment and prevents full participation and assimilation of class information. Any in-class work that you miss due to tardiness cannot be made-up late. Thus, excessive and habitual tardiness will negatively affect your grade.

Class Cancellation & Late Instructor Instruction:

In the unlikely event of class cancellation, I will contact the class via email to inform you, as well as have an official note posted on the classroom door. If, for some unknown reason, I am late to class and haven’t notified the class via email about my tardiness or about class cancellation, please wait 15 minutes. If I still haven’t shown up by that point, send someone to the English Office (Denney Hall 421) or call the English Office (614-295-6065) to notify someone that I’m missing from class.

Academic Misconduct, Plagiarism, & Student Conduct

The Ohio State University’s Committee on Academic Misconduct defines academic misconduct as any activity that tends to compromise the academic integrity of the university and/or subvert the educational process. Plagiarism is the unauthorized use of the words or ideas of another person. It is a serious academic offense that can result in referral to the Committee on Academic Misconduct and failure of the course. At no point in the writing process should the work of others be presented

as your own. For more information on OSU's stance on academic integrity and misconduct, please visit: <http://oaa.osu.edu/coam.html>

The Ohio State University's Code of Student Conduct is established to foster and protect the core mission of the university, to foster the scholarly and civic development of students in a safe and secure environment, and to protect the people, properties, and processes that support the university and its missions. For more info on OSU's expectations for student behavior in the classroom, visit: <http://studentlife.osu.edu/resources>

Disruptive or obstructive behavior includes (but is not limited to) the following: physical abuse, verbal abuse, threats, stalking, intimidation, harassment, hazing, possession of controlled substances, possession of alcoholic beverages, irresponsible use of class computers, cell phone use (including texting), etc. If there is an emergency situation that requires you to exit class in order to answer a call or text during class, please let me know beforehand.

Complaints/Concerns:

If you have a problem with anything that happens in class, please see me first. If we are unable to resolve the problem, your next step would be to visit the Writing Program Ombudsman, whose job is to mediate conflicts between instructors and students in English Department Writing Program courses. Conversations with the Ombudsman are confidential.

Student Disabilities:

If you are registered with the Office of Disability Services, please make an appointment with me as soon as possible to discuss any course accommodations that may be necessary. I will be happy to help you. If you have a disability and have not contacted the Office of Disability Services, I would encourage you to do so as soon as possible by calling them (614-292-3307) or by visiting their office (Pomerene Hall 150).

OSU Writing Center:

The OSU Writing Center is available to provide free, professional writing tutoring and consultation. You can schedule an appointment by calling 205-688-4291 or by visiting the center in-person. For more information, please visit: <http://cstw.osu.edu/writingcenter>

Carmen:

For this class, we'll be using Carmen as a hub for class handouts, assignments, readings, submission, etc. You can access Carmen by going to <http://carmen.osu.edu>. Before accessing Carmen, you will be asked to log-in using your OSU name.number and password. Please let me know if you have any problems finding or accessing Carmen.

Course Schedule

- This schedule is subject to revision at my discretion.
- Bring the relevant texts / readings / books to class each day.
- Come prepared to write, take notes, and participate each day.

DATE / TOPIC:	READINGS DUE:	ASSIGNMENTS DUE:
Tuesday, March 27 -- First Day of Class! -- Review Syllabus		
Thursday, March 29 -- Rhetoric, Ethics, Diversity -- Writing in the Workplace -- Microsoft Word	-- <u>Successful Writing at Work</u> (Chapter 1, pp. 3-37)	-- Academic Misconduct Statement DUE today by 1:30 p.m. (In-Class)
Tuesday, April 3 -- External Correspondence -- Business Letters	-- <u>Successful Writing at Work</u> (Chapters 5-6, pp. 153-234)	
Thursday, April 5 -- Internal Correspondence -- Emails & Memos	-- <u>Successful Writing at Work</u> (Chapter 4, pp. 121-150)	
Tuesday, April 10 -- Resumes -- Business Letters Test	-- <u>Successful Writing at Work</u> (Chapter 7, pp. 241-272)	
Thursday, April 12 -- Cover Letters -- Emails & Memos Test	-- <u>Successful Writing at Work</u> (Chapter 7, pp. 273-289)	
Tuesday, April 17 -- Analytical Thinking -- Website Design	-- <u>Successful Writing at Work</u> (Chapter 11, pp. 508-521)	-- Cover Letter & Resume DUE today by 5:00 p.m. (via Carmen)
Thursday, April 19 -- Business Reports -- Short & Long Reports	-- <u>Successful Writing at Work</u> (skim Chapter 14, pp. 599-633) (read Chapter 15, pp. 638-668)	
Tuesday, April 24 -- Research & Documentation -- Table of Contents (Word)	-- <u>Successful Writing at Work</u> (read Chapter 8, pp. 298-355) (skim Chapter 8, pp. 374-389)	
Thursday, April 26 -- TBD		

Tuesday, May 1 -- Marketing Proposals	-- <u>Successful Writing at Work</u> (Chapter 13, pp. 561-592)	-- Long-Report/Evaluation DUE today by 5:00 p.m. (via Carmen)
Thursday, May 3 -- Workplace Collaboration -- Developing a Group-Plan -- Successful Meetings	-- <u>Successful Writing at Work</u> (Chapter 3, pp. 76-113)	
Tuesday, May 8 -- Studio Time		
Thursday, May 10 -- Studio Time		
Tuesday, May 15 -- Visual Design -- Visual Rhetoric	-- <u>Successful Writing at Work</u> (Chapter 11, pp. 491-508)	-- Marketing Plan/Proposal DUE today by 5:00 p.m. (via Carmen)
Thursday, May 17 -- Studio Time		
Tuesday, May 22 -- Oral Presentations -- Elevator Pitches	-- <u>Successful Writing at Work</u> (Chapter 16, pp. 670-690)	-- Brochure & Flyer DUE today by 5:00 p.m. (via Carmen)
Thursday, May 24 -- Using PowerPoint		
Tuesday, May 29 -- Studio Time		
Thursday, May 31 -- Group Presentations/Pitches		-- Presentations DUE today by 1:30 p.m. (In-Class)
Exam Week (June 1 – 7) -- No Class!		-- Revised Resume & Cover Letter DUE by <u>Thursday, 6/7</u> <u>by 1:30 p.m.</u> (via Carmen)