

English 320: Business and Professional Communication (3 credits)

Spring 2013

North Dakota State University

Location and Meeting times:

T and TH 2-3:15 SE 118

Instructor: Jessica Jorgenson

Office: 203D Morrill Hall

Office Hours: T 3:30-4:30 and by appointment

Email: Jessica.R.Jorgenson@my.ndsu.edu

Required Text

Technical Writing Today by Richard Johnson Sheehan, 4th edition

Course Description:

As stated in the *Bulletin*, this course focuses on:

“Intensive practice employing the conventions of professional genres to write for business and professional contexts and audiences. Prerequisites: ENGL 120, Junior Standing.”

Essentially, this course is designed to prepare you to write in your professional career by exposing you to the different genres and mediums of communication utilized by business professionals in an increasingly digital world. To that end, this course will require you to produce documents that address a wide range of target audiences, and understand the process of rhetorical decision making that allows a writer to perform successfully in a given writing situation.

Goals and Objectives:

This course is designed to fulfill two General Education Outcomes:

- Gen. Ed. Outcome 1: Students will learn to communicate effectively in various genres for different audiences, purposes and situations.
- Gen. Ed. Outcome 6: Students will learn to integrate knowledge and ideas in a coherent and meaningful manner.

In addition, this course also fulfills the following English Department Goal:

- Students will learn to manage sophisticated writing and research projects, planning, documenting, completing, and assessing work on time and within the constraints of the project.

Course Assignments:

Each assignment will have its own assignment sheet with rubric that will be uploaded to Blackboard. Here is an outline of each assignment, in brief:

- **Professional Email**--Students will compose a professional email to the instructor describing major, course goals, and experiences with writing and rhetoric.
- **Job Packet**--Students will write a research memo outlining what an employer is looking for and how that student fits into the job description and company along with a cover letter and resume geared toward a specific job.
- **Professional Blog**--Students will compose a blog geared toward their profession and its goals and values.

- **Midterm Activity Report**--Students will compose an activity report where they state the work they have done for the class up to this point and future goals they have for the course. This will be discussed with the instructor during a one-on-one conference
- **Group marketing project**--Students in collaboration will write a number of documents and activities pertaining to a group marketing project that will be introduced in class.
- **Portfolio with Cover Letter**--Students will include their assignments in a portfolio handed in at the end of the semester with a cover letter that introduces the material, their work in the class, and discusses how the general education requirements (integrating knowledge and ideas, writing in a variety of genres) for this class were met.
- **Group Presentation**-- Each group will present their conclusions regarding the promotional website assignment.
- **Market Research Individual Activity Report**—Students will compose an activity report where they discuss the work they did for the market research project along with an analysis of how well the group worked together.

Attendance and Participation Policy and Grades

Each day of class will include a sign in sheet. *Note that **English Department policy** for all English classes states that if a student misses **four weeks of class (8 days)**, the student will automatically fail the course regardless of whatever grade the student may have achieved as a final grade in the course.* If a student is absent for university required activity, please give me a note from the instructor or the coach and you will be given an excused absence. Each student has a potential to earn 100 points for participation and attendance. If a student misses 1-3 days (unexcused), that student will attain an A for attendance, a B for attendance if a student misses 4-5 days (unexcused), a C if a student misses fewer than 6-7 days (unexcused) and a failing grade in the course if a student misses 8 days (unexcused) or more.

Course Conduct

As a student and as an individual, you are responsible for your own behavior in class and any consequences that behavior carries. If your behavior is disruptive (texting during class, using technology not needed for participating in a class activity, or being disruptive in other ways), you may be asked to leave the class without a prior warning. Please be respectful of all others so this class can flourish as a community. As the instructor, I assume that all interactions in this course will be civil and show respect for others. Student conduct at NDSU is governed by Code of Student Behavior, Policy 601.

Electronic Devices in the Classroom

Students may have an opportunity to use a laptop, tablet or smartphone for class purposes. If you do use electronic devices for personal purposes or use them as a mode of distraction, you may be asked to leave class.

Email

As you know, email is usually the best way to contact an instructor. I do ask that you give me 24 hours on a weekday to respond to an email. If you email me during the weekend, and this includes Friday afternoon, I may not respond to it until Monday. When it comes to discussing grades or grade disputes, I would prefer you email me only to set up a time to meet and we can discuss the dispute in person.

Course Grades

The student is responsible for keeping track of his or her grade on Blackboard. I ask that you make sure to check your grade in Blackboard after each assignment has been graded, as I will notify you that all grades have been posted in class and in the announcements in Blackboard. (For more info, see "late work policy" in this syllabus). I also have a **72-hour grade policy**, which states that a student must wait 72-hours before talking to me about a grade he or she received on an assignment. *For final course grades, please allow 24-36 hours before contacting me.*

Grading Scale

90-100% A
80-89% B
70-79% C
60-69% D
59 and below F

Late Work Policy

You must adhere to all deadlines posted in the syllabus and any due dates given in class or via email and/or the course website. If changes in due dates arise, I will notify you in class, via email and through blackboard. I reserve the right to refuse to grade any late assignments. I may deduct 5 points per day late on an assignment. **I will not accept any work submitted after the final exam time.**

Googledocs

This course is for the most part paperless and all assignments will be turned in via googledocs unless otherwise stated.

How I use Blackboard

Many of the materials needed for this class can be found in Blackboard. I use the announcements to post updates and other information, so it is important for you to log into the Blackboard course site regularly. I also use the grade book in blackboard, so you can use that to keep track of your grades.

Revision Policy

A student may revise one (1) assignment that he/she received a C or below on during the course of the semester. This revision is due on the last day we meet as a class and no later (though you can submit it earlier in the semester). When a student submits a revision that student must submit a memo with their revision that discusses the following:

- The grade received on the first draft of the assignment

- A couple paragraphs discussing the revisions the student has made to the work and why these revisions were made. Be detailed! If this is not detailed, I will not grade the revision.

- Make sure to include with the memo the following: a copy of your assignment with rubric, grade, and any comments I left.

Please be aware that even if you revise an assignment, this revision does not guarantee a better grade. I will be sure to give you the highest grade you earned, however. *Exceptions to this policy include the documents related to the market research project and the course portfolio with cover letter.*

Plagiarism Policy (taken from English Department Policy on Plagiarism)

Any evidence of **intentional plagiarism** will result in a grade of F on that assignment. Intentional plagiarism includes such things as a student copying and pasting information directly from a source without giving that source proper citation. If a student's paper is found to contain evidence of intentional plagiarism, that student will not be allowed to rewrite and resubmit the assignment.

If **unintentional plagiarism** is found on a student paper, a grade will be withheld until student rewrites the assignment. If unintentional plagiarism is discovered a second time, the instructor reserves the right to give a zero for that assignment if the instructor chooses not to let the student rewrite it. If unintentional plagiarism is discovered a third time for an individual student, that student will receive an F on that assignment.

NDSU Policy on Academic Honesty and Plagiarism

The academic community is operated on the basis of honesty, integrity, and fair play. NDSU Policy 335: Code of Academic Responsibility and Conduct applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, up to and possibly including suspension and/or expulsion. Student academic misconduct records are maintained by the Office of Registration and Records. Informational resources about academic honesty for students and instructional staff members can be found at

<http://www.ndsu.edu/academichonesty>

Students in the military and veterans

Veterans and students who are soldiers on active duty should let the instructor know of any special circumstances.

Students with Disabilities

Students with disabilities or other special needs are encouraged to notify the instructor.

Course Schedule

Note this course schedule may change as we work on assignments throughout the semester.

Week 1

Jan 8, T ----Course introduction and classroom introductions, google docs, participation discussion

Jan 10, H ---- Syllabus scavenger hunt, Introduction to genre and rhetoric and Introduction to first assignment.

Week 2

Jan 15th, T----**Professional Email, assignment #1 due before class.** Five factors review and rhetorical square. Business writing activity. Google docs

Jan 18, H----**Set up a googledoc account before class.** Introduction to Assignment #2 and information on the job hunt. Troubleshoot googledocs.

Week 3

Jan 22, T----**Bring your job ads to class.** Introduction to the memo format. In class activity for the research memo.

Jan 24, H--Introduction to the cover letter format. In class activity for the cover letter. Resume discussed. http://www.businessinsider.com/heres-what-recruiters-look-at-during-the-6-seconds-they-spend-on-your-resume-2012-4?utm_source=twbutton&utm_medium=social&utm_campaign=careers

Week 4

Jan 29th T---Discussion and activity about how design conveys a message. C.R.A.P introduction.

Jan 31, H---No Class meeting. Class canceled for instructor assessment.

Week 5

Feb 5, T--Job Packet Workshop

Feb 7, H---Job Packet due by start of class. Introduction to Assignment #3 Professional Blog. Prep for Blog post #1.

Week 6

Feb. 12, T--Blog Post #1 due. Prep for Blog post #2

Feb 14, H--Blog Post #2 due. Prep for Blog post #3

Week 7

Feb 19, T--Blog post #3 due. Prep for Blog post #4 in class.

Feb 21, H---Blog Post #4 due. All blog posts and comments should be done by this date. Introduction to Midterm Activity Report and in class prep. Sign up for conferences and discuss conference outline.

Week 8

Feb 26 T- NO CLASS MEETING. CONFERENCES. Midterm activity report due before your conference time. Conferences in the classroom. This is also the date of the Business, Ag, and Liberal Arts career fair. Feb 27th is the date of the Engineering and Technology career fair.

Feb 28 H- NO CLASS MEETING. CONFERENCES. Midterm activity report due

before your conference time. Conferences in the classroom.

Week 9

Mar 5 T- NO CLASS MEETING. CONFERENCES. Midterm activity report due before your conference time. Conferences in the classroom.

Mar 7 H- Discussion of how we work in a group. Role identification activity. Introduction to Group Marketing Project.

Week 10

SPRING BREAK. NO CLASSES.

Week 11

Mar 19, T Groups introduced in class. Why we perform market research.

Mar 21, H Introduce focus groups and customer visits. Introduction to surveys and questionnaires that will be handed in with your formal proposal.

Week 12

Mar 26, T Continue focus group and customer visit work. Introduction to formal proposal. Good idea to be working on the formal proposal during the customer visits.

Mar 28 H NO CLASS. CUSTOMER VISITS held in the classroom

Week 13

Apr 2 T NO CLASS. CUSTOMER VISITS held in the classroom.

Apr 4 H Class resumes. Focus group day in class.

Week 14

Apr 9, T Work in groups in class on what is left for the formal proposal. Discussion of timeline for the proposal.

Apr 11, H **Formal proposal due for approval by 5pm today.** Introduce portfolio with cover letter using googlesites. Q and A for proposal questions.

Week 15

Apr 23, T-- Introduction to presentation assignment. How to give a bad presentation using models of a good presentation. Designing a powerpoint. Creative Commons.

Apr 25, H Open. **Portfolios due. Revised formal proposals due (unless previously approved).**

Week 16 (Dead Week)

T-No class meeting. Drop in day for powerpoint and presentation questions and feedback.

H-- Group presentations in class.

Week 17 (Final exams) Final exam time TBA

Finish group presentations during final exam time.

Market Research Individual Activity Report due before or at the final exam

time