

# ENGL 304

## Business/Professional Writing

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### Overview

English 304 is designed to help you become competent and effective professional writers and communicators. Due to the importance of collaboration in most professional settings, expect to engage in multiple forms of group work, from peer review and in-class work groups to a final collaborative project.

### Goals

A fundamental assumption of this course is that writing happens in response to a given situation and with a clear communicative purpose. By discussing successful communication strategies and practicing them in a variety of common business forms—letters, memos, e-mails, long reports—you will:

- Analyze writing situations and texts in terms of purpose, audience, conventions, and effects (PACE)
- Compose and design documents to meet the needs of a diverse audience, accomplish persuasive goals, and present material logically and practically
- Apply writing, revision, and design strategies for different media
- Conduct research and analyze data to support arguments
- Work collaboratively on professional writing projects

### Requirements (see eCampus for more detail)

1. Individual Portfolio: 60% (about 15 pages)
  - Intro memo, midterm memo, & final reflection (due weeks 1, 7, & 16)
  - The Employment Project (analysis, resume, and cover letter; due 2/5)
  - The Correspondence Project (analyses, letters, memos; due 2/19)
  - The Document Design Project (analyses, drafts, final doc; due 3/5)
2. The Proposal and Presentation Project: 30% (about 10 pages *with a partner*)
3. General Job Performance: 10%
  - Includes: attendance & dependability; ability to plan ahead and organize; integrity and commitment; collaboration; work ethic; initiative; attitude and contributions to a positive work environment.

### Evaluation (see eCampus for more detail)

I will be looking for evidence that you have achieved the course goals, with particular attention to the quality and rhetorical effectiveness of your written documents. I will also evaluate your mastery of research, format, and grammar/style conventions.

### Policies

- **Attendance:** Necessary and expected. Two absences allowed. Each additional absence will lower your final grade as much as one full letter (5 absences =F)
- **Late work:** Not accepted and unprofessional.
- **Academic Integrity:** Integrity is crucial; lack of it will result in failure.
- **Emergencies:** Please contact the Dean of Student Life to help you contact *all* your professors. I will work with you to make up 10% of the work or 20% of class meetings. If an emergency requires you to miss more than this, please re-take the class when you can be present to do your best work.
- **Social justice:** We will work together to create a positive learning environment based on clear communication, mutual respect, and non-discrimination.
- **Business Etiquette.** Etiquette is really all about making people feel respected and appreciated. In class & in meetings, focus on faces, not phones/e-mail.

### Text

Alred, Brusaw, & Oliu. *The Business Writer's Handbook*, 10<sup>th</sup> ed. Bedford Books. ISBN-13: 978-0-312-67943-9.

- Also: eCampus for additional links/readings.

### Key Deadlines

- Please also note readings and other details on week-by-week schedule

#### Thurs, January 17

Intro Memo & Course Contract

#### Tues, Jan 29 (rough) & Feb 5 (final)

Employment Project Deadlines

#### Tues, Feb 12 (rough) & Feb 19 (final)

Correspondence Project Deadlines

Also, mid-term memo due Feb 19

#### Tues, Feb 26 (rough) & Mar 5 (final)

Document Design Project Deadlines

#### Tues, Mar 12 & Th, Mar 14 (eCampus)

Tu: Proposal & analysis on eCampus

Th: Respond to peers via eCampus

#### Thurs/Fri, April 4-5

Rough draft of P3 Project due at conf.

#### Thurs, April 18

Final P3 due. Include: revised rhetorical analysis; proposal report; and print copy of Power Point slides.

#### Week of April 23-25

Oral Presentations of Projects

#### Thurs, May 2, in class (last day)

Portfolio Due. Please include:

- Portfolio Intro/Reflection
- Intro memo & midterm memo
- The Employment Project
- The Correspondence Project
- The Document Design Project

**Note:** Please be sure to highlight any new revisions since I last commented.

**English 304—Spring 2013—Schedule of Work Due (subject to minor changes to respond to class needs)**  
**Please Note: If WVU cancels classes due to weather, plan to meet online via eCampus**

Week/Date	Day	Topic	Reading	Work Due & Other Notes
<b>Week 1</b> 1/15	T	Intro to Course and Colleagues	Syllabus & eCampus	Buy book: Alred, Brusaw, & Oliu. <i>The Business Writer's Handbook</i> , 10 <sup>th</sup> ed.
1/17	Th	eCampus Workshop; PACE strategy Start Employment Documents Locate 3 job prospects	BWH xv-xviii, 302-14	Signed course contract & Intro memo due
<b>Week 2</b> 1/22	T	Résumés & Cover Letters	BWH 42-46, 494-513	Due: 3 job prospects
1/24	Th	Online or email job applications In-class writing; "Revision Checklist" (BWH 512-13)	BWH 289-94 on interviews	Work on employment project
<b>Week 3</b> 1/29	T	Peer review of Employment Documents (bring 2 copies)	BWH 512-13	Employment Project Rough Draft due (2 print copies)
1/31-2/1	Th-Fri	<b>CONFERENCES ON EMPL. PROJECT</b> (103 Colson) Note: No class in classroom because of conferences	BWH 590 ("you" viewpt)	<i>No class due to conferences; meet by appointment in my office (103 Colson)</i>
<b>Week 4</b> 2/5	T	<i>Correspondence Project assigned</i> Direct/indirect approaches	BWH 115-23, 376-79	<b>HARD COPY OF EMPLOYMENT PROJECT DUE</b>
2/7	Th	Correspondence genres	BWH 322-28, 343-46, 177-82	Work on Correspondence Project
<b>Week 5</b> 2/12	T	Peer review of Correspondence Documents (bring 2 copies)	BWH 104-06, 512-13	<b>CORRESPONDENCE PROJECT ROUGH DRAFT DUE—2 print copies</b>
2/14	Th	<b>CONFERENCES ON CORR. PROJECT</b> (103 Colson) Note: No class in classroom because of conferences		<i>No class due to conferences; meet by appointment in my office (103 Colson)</i>
<b>Week 6</b> 2/19	T	Progress reports in the workplace Write midterm progress report memo in class	BWH 427-30	<b>HARD COPY OF CORRESPONDENCE PROJECT and midterm progress memo</b>
2/21	Th	<i>Begin Document Design Project</i> Discussion: lay-out and design	BMH 60-64, 316, 573, 581	
<b>Week 7</b> 2/26	T	Peer review of Document Design Project (bring 2 copies)		<b>DOCUMENT DESIGN PROJECT ROUGH DRAFT DUE—2 print copies</b>
2/28, 3/1	Th-Fri	<b>CONFERENCES ON DOC DESIGN PROJECT</b> (103 Colson) Note: No class in classroom because of conferences		<i>No class due to conferences; meet by appointment in my office (103 Colson)</i>
<b>Week 8</b> 3/5	T	<i>Begin the Proposal &amp; Presentation Project</i> Choose partners for the P3 Brainstorm, research P3 ideas with partners	BWH 83-85, 439, 480, 59, 482-90	<b>DOCUMENT DESIGN PROJECT DUE IN HARD-COPY FORM</b>
3/7	Th	Practical and ethical research in the workplace; documentation. Choose topic; draft proposal and rhetorical analysis in class Post proposed topic and analysis on eCampus	BWH 190, 402	Work on research proposal and PACE analysis with partner.
<b>Week 9</b> 3/12	T	<b>ONLINE CLASS -- I am at a professional conference; class will meet via eCampus this week. See eCampus for more details.</b>	eCampus postings	<b>Online class. Present your P3 proposal &amp; analysis on eCampus by midnight (3/12)</b>
3/14	Th	<b>ONLINE CLASS -- I am at a professional conference; class will meet via eCampus this week. See eCampus for more details.</b>	eCampus postings	<b>Online class: Respond with research ideas &amp; questions for other groups by 3/15.</b>
<b>Week 10</b> 3/19	T	Logic of proposal report	BWH 332, 346, 379-80	Work on P3 with partners
3/21	Th	Features of the formal long report, including the Executive Summary	193, 294, 546, 554	Work on P3 with partners
<b>Week 11</b>	<b>T-Th</b>	<b>Spring Break—No Class on T, 3/26 &amp; Th, 3/28</b>		<b>Spring Break—No Class</b>
<b>Week 12</b> 4/4	T	In class citation and documentation practice	BWH 142, 402, 190	Draw straws for presentation order Work on P3 with partners
4/4	Th	<b>CONFERENCES ON COLLABORATIVE PROJECT</b> (103 Colson). No class in classroom because of conferences		<i>Conferences in my office (103 Colson). Bring working draft of report to class.</i>
<b>Week 13</b> 4/9	T	Effective Power Point presentations Making successful oral presentations at work  Time to work on Project 3 with partners in class	BWH 415-24	Work on P3 with partners
4/11	Th	Time to work on Project 3 with partners in class		Work on P3 with partners
<b>Week 14</b> 4/16	T	Time to work on Power Point presentation with partners in class		Sign up for optional conferences
4/18	Th	Time to polish and rehearse presentation in class		<b>HARD COPY OF P3 DUE.</b> Revised rhetorical analysis e-mail, hard copy; proposal report; Power Point slides.
<b>Week 15</b> 4/23	T	STUDENT PRESENTATIONS		<b>STUDENT PRESENTATIONS</b>
4/25	Th	STUDENT PRESENTATIONS		<b>STUDENT PRESENTATIONS</b>
<b>Week 16</b> 4/30	T	Final portfolio prep Draft final reflective memo in class		Work on final portfolio
5/2	Th	Last Class—Course Evaluations & Closing		<b>PORTFOLIOS DUE IN CLASS</b> Please schedule a time to pick up your portfolio at my office during finals week

