



ENGL 470: PROFESSIONAL WRITING SKILLS

SECTION: 01 TERM: FALL 2018

MEETING DAYS AND HOURS: MW, 5:30 PM – 6:45 PM LOCATION: GRAINGER 207

This syllabus constitutes a contract. Staying enrolled in this course indicates your acceptance of the following statement:
I have completely read this syllabus, and I understand and agree to the course policies and requirements.

Instructor:	Dr. Elif Guler	Office:	Grainger 104
E-Mail:	gulere@longwood.edu	Phone:	(434) 395-2423
Office Hours:	TR @ 1:30 pm – 3:30 pm & other days by appt	Course Website:	See Canvas

Communication Policy: Please **put ENGL 470 in the subject line** and use effective emailing practices. If you call/email outside of business hours, I may not be able to respond immediately but I'll do my best to get back to you as soon as I can.

Office Hours: If you would like to talk about any of the course requirements, see me during office hours or make an appointment at a time that works for you. I am happy to help and will be delighted to see you, even if it's just for a chat.

Course Description & Outcomes: ENGL 470 (W-intensive, 3 credits) will focus on writing for business and organizational settings from a rhetorical perspective. Students will learn about the seven Cs of good professional communication, copyediting, document design, formatting correspondence, persuasive letters (including good news and bad news), and creating stellar job (and other) applications. The course will culminate in an ePortfolio that students can use to showcase their skills in the real, "working" world. Upon the successful completion of the course, students should be able to:

1. Analyze and produce writing genres commonly found in the professional world (e.g., business, gov., media);
2. Create professional documents that use plain English (clear, concise, and grammatically correct);
3. Conduct research to create content for a variety of professional documents (memos, letters, reports, etc.);
4. Create professional documents that use design—standard formats, layout, use of graphics, etc.
5. Practice oral communication skills to present content effectively (enhanced with multimedia tools);
6. Participate productively in collaborative projects.

Required Texts:

- *Business and Professional Writing* by Paul MacRae (2016) (Bring to all class meetings)
- Other texts posted on Canvas (such as grammar resources). A print/online dictionary is also recommended.

Required Materials:

*A laptop to bring to the class when indicated, an active LancerNet account, Microsoft Word (2008 or better) for creating documents, and reliable Internet access for exchanging assignments on Canvas.

*A notepad and a pen/pencil, when needed for class notes and/or in-class work.

*A file backup system for the work completed in this class (external storage device, etc.). **Back up every day!**

Assignments & Grade Weights:

Attendance & Participation (professional attitude and in-class contributions)	5%
<i>*Disruptive behavior and/or insufficient participation will result in a letter grade deduction from the final grade.</i>	
Writing Labs + Homework/Out-of-Class Postings	10%
Professional Writing Exam (Copyediting) – First Assessment	10%
Correspondence (Bad News and Persuasive Letter)	10%
Individual Oral Presentations	5%
Brochure/Press Release (Team)	20%
Brochure: 12%	
Press release: 8%	
Professional Writing Exam – Second Assessment	10%
Formal Report + Presentation (Team)	25%
Final: ePortfolio with Reflection	5%

Professionalism

This is a “professional writing” course, so we will take a professional approach, just as if you were working in a business, government, or professional environment. This means the following are expected:

Project Quality, Deadlines, Grading: Please follow the course for the guidelines, deadlines, and rubrics for the assignments. A late assignment may be accepted **only with official documentation** of a legitimate excuse (e.g., a health emergency within the legitimate boundaries considering the time frame of this course); contact me as soon as possible in such an emergency. Without an officially documented excuse, **a letter grade will be deducted** for every day a major assignment is late beyond the due date. **No submissions** will be accepted after the course end date. Failure to submit 25% or more of the assignments will result in course failure. Individual course grades will be posted on Canvas, which will calculate your final grade. The following chart represents the general criteria for course grades (**NO ROUND-UPS!**):

Grade	Percentage	Descriptor	In other words:
A	100-94	Exemplary	The student exceeded the expectations of all the grading categories, including participation. Your work is a model for your peers and goes above and beyond in an original way.
A-	93.99-90.00	Very Good	The requirements are met and, in some instances, exceeded. Some may still need development.
B+	89.99-87.00	Good	Requirements are not exceeded, but all are answered. Some requirements rest on a firm foundation of skill, while others need development or are at a median skill level.
B	86.99-84.00		
B-	83.99-80.00		
C+	79.99-77.00	Average	Some requirements are met, and others are not.
C	76.99-73.00		
C-	72.99-70.00		
D+	69.99-67.00	Marginal/Danger Zone	Few, if any, assignment objectives are met.
D	66.99-64.00		
D-	63.99-60.00		
F	59.99 or below	Failing	No objectives are met, the assignment was not submitted, or answers do not indicate any comprehension of objectives.

Attendance: Absenteeism in the workplace can get you fired, so attendance at all classes is mandatory and includes timely arrival in the class. You are accountable for any assignments/information you miss because of an absence or late arrival. Each absence will lower your final course grade by three points. Three absence will lower your final grade by one letter grade, and missing 25% of the semester (about six class meetings, officially excused or not) **will result in course failure**. Please keep a calendar and track your absences. You may also track your attendance on Canvas. Take notes when you attend class sessions; some course content may not be posted online or recapped. If you must miss a certain class, contact a classmate to obtain the information you missed.

Participation: Participation will be graded according to a rubric provided in the first week of classes; please review the rubric carefully. Complete readings and assignments in a timely manner, so we all learn more. When prompted by the instructor, make an effort to participate in discussions/reviews. Practice professional courtesy in all our verbal and written communication. Unless you are assigned a group activity, avoid personal conversations during the class period. Unless stated otherwise, turn off and put away your cell phone and other electronic devices. *If you have an emergency, contact the instructor before class and set your phone on vibrate mode.* Laptops may be used when indicated and are acceptable **ONLY** for class-related work. Violations will be reflected in the final course grades.

Writing Labs: You will sometimes be asked to bring a laptop to the class to complete a writing lab to sharpen your skills. Each lab will result in graded work. Be prepared to share your resulting work from the writing labs with the class.

Academic Integrity: Students must understand and adhere to Longwood’s Honor Code. You must do your own original work and appropriately identify others’ works or your own work from other contexts. Whenever you borrow graphics, quote passages, or use ideas from others, you are legally and/or ethically obliged to acknowledge that use, following appropriate conventions for documenting sources. If you have doubts, ask the instructor.

Special Accommodations: If you have special needs, please register with Disability Resources (434-395-2391), and feel free to talk to me about any special accommodations that you may need to fulfill the requirements of this course.

Inclement Weather or Other Emergencies: If our classroom meeting is canceled because of inclement weather or other emergencies, check your email for instructions about upcoming reading and writing assignments. In the unlikely case of a lack of Internet access in the entire region, you should follow our course schedule and previously provided instructions.

Course Schedule

*This schedule is subject to change at the instructor's discretion and according to how the course evolves. *All chapter assignments are from the required course textbook and are due on the date indicated unless stated otherwise.		
Week 1	8/20 Introduction to the course	8/22 Introduction to plain English (Chapter 1)
Week 2	8/27 The Seven "Cs" of Good Professional Writing (Chapter 2).	8/29 Writing Lab (Bring a laptop. Follow class announcements on scheduled labs).
Week 3	9/3 <i>Labor Day</i>	9/5 The Eighth "C" (Chapter 3)
Week 4	9/10 Copy-editing (Chapter 4)	9/12 Formatting correspondence (Chapter 6)
Week 5	9/17 Correspondence: Bad news letters (Ch. 8)	9/19 Correspondence: Persuasive letters (Ch 9)
Week 6	9/24 Résumés and Cover Letters (Ch. 10 & 11)	9/26 Résumés and Cover Letters (Ch. 10 & 11)
Week 7	10/1 Discuss how to give effective oral presentations (Chapter 15). Individual (5-min TED talk style) oral presentations assigned.	10/3 *Professional Writing Exam (Copyediting) – First Assessment* You can bring a paper dictionary.
Week 8	10/8 *Correspondence due* Discuss Brochure/Press Release assignment. Creating promo. materials: News releases (Ch. 12)	10/10 Creating promotional material: Brochures (Chapter 13)
Week 9	10/15 <i>Fall Break</i>	10/17 Document Design (Chapter 5 and PPT on Canvas). Workshop promotional materials.
Week 10	10/22 Writing formal reports (Ch. 18: 299–350 in text)	10/24 Writing formal reports continued...
Week 11	10/29 *Individual Oral Presentations*	10/31 *Individual Oral Presentations*
Week 12	11/5 *Brochure/News Release due* Writing formal reports continued...	11/7 Writing formal reports continued...
Week 13	11/12 Discuss team presentation guidelines (review tips in Chapter 16). In-class team meetings and workshop on the formal report.	11/14 *Professional Writing Exam – Second Assessment* (You can bring a paper dictionary)
Week 14	11/19 Tutorial on ePortfolio. Final Guidelines.	11/21 <i>Thanksgiving Break</i>
Week 15	11/26 *Team Presentations and Audience Feedback*	11/28 *Team Presentations and Audience Feedback* (Last Day of Class) *Formal Report due by 11:59 pm*

Final Exam Period: Monday, Dec 3rd, 6:30 pm-9:00 pm