

# ADCG 301: Professional Writing (3 hrs.)

*Fall 2011*

## I. Course Information

Instructor: Cynthia Greene

Office Hours: By appointment

Contact: 725-5831 (mobile or text) Email: Cindy.Greene@mac.edu or Greeneview@aol.com

**Course Description:** This course reviews fundamental principles of effective writing and focuses on applying them in the forms and styles used in business and the professions.

**TextBook: Business Communication: Building Critical Skills** by Locker Kaczmarek. This text is available in hardback or as an eText.

Publisher McGraw-Hill Higher Education

eText

ISBN-10:0390449067

ISBN-13:9780080560083

Print

ISBN-10:0073377724

ISBN-13:9780073377728

## II. Course Objectives

### Summary of Objectives

At the end of this course, students will be able to:

- Determine the audience for a writing assignment
- Choose the form and style appropriate for that audience
- Write with focus on a point
- Provide relevant evidence to support the point

### Specific Objectives

#### *The Relationship Between Reading and Writing*

- Discuss selected readings for purpose, audience, structure, and tone.
- Determine methods for building rapport between the writer and reader of written communication.

#### *Business Communication*

- Identify appropriate purpose, audience, tone, and content for professional written communication.

#### *Informative, Positive, and Negative Messages*

- Use the writing process to create a variety of effective business communication.
- Develop informative and positive messages for use in the workplace.
- Convey negative messages that communicate openly, honestly, and diplomatically.

### *Persuasive Messages*

- Identify characteristics of persuasive messages.
- Write persuasive messages to meet specific business needs.

### *Developing and Supporting Ideas*

- Organizing, Developing and Choosing Relevant Support Material

### *Job-Application Skills*

- Develop written documents associated with a job search.

### *Business Presentations*

- Write effectively for presentations.

## **III. Student Responsibilities**

- A. Each student will prepare ten individual assignments and five discussion responses.
- B. Each student will prepare a Final Project.
- C. Each student is responsible for independent reading, online work, and participation in classroom discussion.
- D. Students are responsible for adhering to all due dates, regardless of computer or technical difficulty.
- E. Students should retain back up and electronic copies of all written work.

## **IV. Method of Instruction**

This is a blended course format. Most course material will be delivered and submitted electronically, using a combination of the Moodle online platform and email. There will be two on-campus class days: October 15th and October 29th from 10 a.m. to 5 p.m. I also welcome the opportunity to speak with you by phone should the need arise. The online format will provide you the flexibility to complete assignments and readings independently. Deadlines for assignments, however, must be adhered to. It is the student's responsibility to become accustomed to the online classroom and use the appropriate forums and guidelines for submitting assignments.

## **V. General Course Standards**

**A. Attendance:** The two on-campus class meeting dates are mandatory. These dates are Saturday, October 15th and Saturday, October 29<sup>th</sup> from 10 a.m. to 5 p.m. In addition, online attendance is also required. It will be mandatory to check into the online classroom frequently for

announcements, submit assignments on time and participate in discussion regularly. If an extenuating circumstance arises, you must notify the instructor and make arrangements to complete any missed material. More than one week of absence from the online classroom will result in a drop of one letter grade. Two weeks or more of absence will result in failure of the course.

**B. Due Dates:** All work must be completed when scheduled. Failure to comply with this requirement will result in an automatic 0 for that assignment unless special arrangements are made with the instructor in advance. Make-up of late work will only be allowed in the case of verifiable illness or emergency, and will result in a 10% deduction.

**C. Academic Integrity:** All work is to be original and must reflect careful preparation. Standards of originality and thorough preparation require that the viewpoint, structure, and style be one's own, except where specific indebtedness is acknowledged by citation in a bibliography and/or oral mention is made of the sources used. Failure to give this acknowledgement is plagiarism. Plagiarism will result in a minimum penalty of 0 for the assignment involved and may result in a grade of F for the course. Additional information with respect to academic honesty is discussed in **The Maggie**. These standards apply to all work in this class, oral and written.

**D. Academic Challenge:** If at any time the student feels the material does not provide him/her with sufficient academic challenge, please notify the professor and alternative and/or additional assignments will be arranged.

**E. Personal Circumstances:** Students who anticipate any difficulties in this class due to personal circumstances should discuss these matters in advance with the instructor. Please let the instructor know if you believe any personal issue could affect your ability to complete the course successfully. Students needing disability support should contact Pamela Harrison as soon as possible to facilitate assistance for this course.

**VI. Grading:** Grades will be determined from a total of 1000 points for all assignments. The following scale will be utilized:

**900-1000 = A**  
**800-899 = B**  
**700-799 = C**  
**600-699 = D**  
**599 and below = F**

**Breakdown of Points:**

Discussion Responses	200
Participation	100
Assignments/Tests	450
Final Project	250
<b>Total Points</b>	<b>1,000</b>