

Course Title: Business and Professional Communication
Instructor: Scott A. Johnson
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Class Times: 9:30-10:45, 1:00-2:15 CRED 202

Course Overview:

The purpose of this course is to prepare students for the difficult world of corporate and technical communication. Students will learn proper format for such things as resumes and memorandums, as well as learn how to create a technical manual and how to create a presentation.

Textbook:

Technical Communication: Eighth Edition by Mike Markel. You are expected to come to class prepared to discuss the scheduled readings for the week.

Course Assignments:

- **Professional Memorandum Project** - (Preliminary Draft, Final Draft, 2 Peer Reviews) You will write a one-page, single-spaced memorandum to one of the following audiences: 1) a department head within a business organization suggesting the development of a new product or service or 2) a government agency official proposing changes to some policy or procedure (See textbook for formatting standards).
- **Resume and Cover Letter** - (Preliminary Draft, Final Draft, 2 Peer Reviews) You will use this opportunity to learn to create a resume and cover letter for use in applying for a fictional job. The purpose of this assignment is to familiarize students with proper formatting procedures before going into the job market.
- **Instruction Manual Project** - (Preliminary Draft, Final Draft, 2 Peer Reviews) You will create an instruction manual for a procedure, activity, or product (to be cleared with the instructor) with the intended audience of a person who has never seen such a procedure, activity, or product before.
- **Informative or Instructional Presentation** - Students will be required to give a brief (no more than ten minutes) presentation either persuading the audience to a particular way of thinking, informing the audience about a little-known subject, or demonstrating a procedure, activity, or product (to be cleared with the instructor).
- **Report and Web Redesign Exercise** - Group Assignment (Final proposal from each group) Broken into groups, students will choose an established web site and deconstruct it. The report will be a comprehensive analysis of what does and does not work about it as well as recommendations for changes.
- **Peer Reviews** - Three of the five assignments will be required to include peer review sheets. Each student will be required to have a total of six peer reviews for other assignments.

Policies:

- **Attendance** - Students will comply with university standards in attendance. Missed coursework shall be the responsibility of the student. There are no makeup exams. Coursework may be turned in up to one week late with a ten-point penalty. Students may miss a total of three classes per semester, so long as missed work is made up within a reasonable amount of time. The student's grade will drop one letter for each subsequent absence.
- **Tardiness** - Please make every effort to be on time for class. Failure to do so is disruptive not only to the professor, but to the other students who have made such an effort. Two instances of tardiness will be the equivalent of a full absence.
- **Discussion** - All students will be expected to participate in all discussions.
- **Disruption** - MP3 players, radios, cellphones, and other such distractions are not allowed in the classroom once class has begun. Idle chatter and disrespectful behavior toward the instructor or other students is also not permitted in the classroom.
- **Late Work** - Please make every effort to have work turned in on time. Work may be turned in up to one week after the deadline with a ten-point penalty. There are no make-up exam dates except under extreme circumstances.

Grading:

- **Class Participation** - 10%
- **Peer Reviews** - 10%
- **Professional Memorandum Project** - 10%
- **Resume and Cover Letter** - 10%
- **Instruction Manual Project** - 10%
- **Informative or Instructional Presentation** - 10%
- **Report and Web Design exercise** - 10%
- **Midterm** - 15%
- **Final Exam** - 15%

Grading (cont.):

In this course, a great many things can affect the grade of your assignments. As this course is in technical professional writing, your audience will be the most discerning. It will be your responsibility to ensure that your work is of the highest quality possible.

Any of the following can, and will, affect your grade:

1. Misspellings
2. Grammatical Errors
3. Punctuation Errors
4. Academic Dishonesty
5. Disorganization

Exams:

Both midterm and final exams will be based on assigned readings and lectures (NOT on presentation topics). Exams will be comprehensive.

FINAL EXAM: TBA