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ENG 2760-600: Introduction to Professional Writing

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ENG 2760-600: Intro to Professional Writing (Online, 3.0 Credit Hours) – Spring 2018

Professor: Dr. Donna Binns

Office: 3851 Coleman Hall

Office Hours: TR 3:00 p.m.--4:20 p.m.; Skype conferences available by appointment

E-mail: djbinns@eiu.edu

English Department Phone Number: 217-581-2428

Course Description: Introduction to the principles and practices of writing in professional settings. Students will complete case-based and/or client-based projects in multiple genres and media. Course will also address ethical communication, document design, intercultural/global communication, collaboration, basic copyediting, and presentation. WC

Course Objectives: English 2760 introduces the principles and practices of communication in professional settings. In this course, you will learn and then apply professional communication concepts. Specifically, by the end of the semester, you will be asked to demonstrate the following objectives:

1. Use effective communication strategies, including appropriate research techniques, to solve hypothetical and real-world problems (i.e., critical thinking and problem solving) (CT/WR/SL)
2. Adapt general professional writing principles (related to content, organization, and tone) to specific audiences, purposes, and contexts—including online and global contexts (CT/WR/SL/RC)
3. Use revision and editing strategies to improve your own and others' writing (WR)
4. Use basic principles of effective visual and document design
5. Use effective collaborative strategies to create a positive work environment (CT 1 / SL 2–3, 7 / RC 1–2)
6. Demonstrate understanding of basic ethical and legal considerations related to professional communication (RC-2)
7. Demonstrate college- and professional-level writing produced through the process of prewriting, drafting, revising, editing, and proofreading (WR)

Required Texts & Materials:

Successful Writing at Work Concise 4th Edition by Philip C. Kolin

Active EIU e-mail account and Internet Access to EIU's D2L Online Course Delivery System

Course Requirements: In this class, you will complete a number of writing assignments of various sizes. You will have required submission dates and will receive points for meeting deadlines and completing the assignment fully under "Daily Work." You will also complete "Writing Assignments" (Complaint Letter, "Bad News" Letter, and Social Media Proposal) that allow you to apply course reading as you create professional documents. You will also complete graded client-based projects that will be designed to meet real workplace needs. The clients for these projects will provide feedback on these projects, and you will be assigned grades based in large part on their observations. Some projects may overlap somewhat, but such practice is not unusual in professional communication.

Daily Work & Participation: There will be a substantial amount of online daily work through D2L (such as peer responses as well as class and online discussion posts) during the semester. These activities will receive grades, and you earn completion grades for turning in writing assignments on time and meeting those assignment guidelines. Read the directions for each discussion post closely so that you don't miss any aspects of the assignment. Dr. Binns will assign peer responses prior to the due dates for those activities. More details for each discussion topic, such as specific discussion questions, will be posted with instructions from Dr. Binns on the Discussion Board at least one day prior to the discussion thread. Students must follow the EIU Netiquette guidelines that are posted under "Content" in D2L.

Deadlines: Due dates for D2L posts and assignments are listed on the course syllabus.

- Reading responses and other discussion posts must be submitted by the 11:59 p.m. on the date listed on the syllabus. Late discussion posts and reading responses will receive half credit.
- Unless otherwise noted, assignments listed in bold on the syllabus must be submitted by the end of the day (11:59 p.m.) on the date listed. **Each missed assignment deadline will reduce the assignment grade by 10 % per day. Students must complete all Writing Assignments, Client Projects, and the Final Portfolio to be eligible to pass the class.**

Course Grade: Your final course grade will be determined by the following:

Daily Work	20%
Client Projects	20%
Writing Assignments	30%
Final Portfolio	30%

A= 90% to 100%
B= 80% to 89%
C= 70% to 79%
D= 60% to 69%
F= 0% to 59%

Plagiarism: Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards. In accordance with English Department and University policies, "Any teacher who discovers an act of plagiarism—'The appropriation or imitation of the language, ideas, and/or thoughts of another author, and representation as one's original work' (Random House Dictionary of the English Language)—has the right and responsibility to impose upon the guilty student an appropriate penalty up to and including immediate assignment of the grade of F for the assigned essay and a grade of F for the course."

The best argument against plagiarism is that you cheat yourself out of the education you are here to obtain when you copy someone else's work. If you believe that a specific instance in your writing might constitute plagiarism, please consult me prior to turning in the final draft.

Students with Disabilities: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment. If you do not live in the Charleston, IL, area, you may contact them by phone.

The Student Success Center: Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, text taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302. This service is unavailable if you are not within commuting distance to Charleston, IL, however.

Contacting Dr. Binns: You may contact Dr. Binns through e-mail (djbinns@eiu.edu), arrange an appointment, or stop by during her regular office hours. **E-mail Dr. Binns directly through Panthermail rather than trying to e-mail through D2L** (cutting out the middle step always seems to help). Generally, you should receive a response to e-mails within about forty-eight hours if you send them through Panthermail. Dr. Binns will contact all students through their officially provided EIU e-mail addresses **through Panthermail only**. Online conferences can be arranged through Skype (Skype can be downloaded for a variety of devices here: www.skype.com/download-skype/). Students living within commuting distance to Charleston, IL, may arrange in-person conferences with Dr. Binns in her office (3851 Coleman Hall) or stop by during her office hours.

EIU Writing Center
3110 Coleman Hall
(217) 581-5929

Writing Center Hours
Monday -- Thursday 9:00 a.m. - 3:00 p.m. & 6:00 p.m. - 9:00 p.m.
Friday 9:00 a.m. -- 1:00 p.m.

ENG 2760 Online: Tentative Course Calendar (Spring 2018)

This schedule is subject to additions and changes at my discretion. Assignments are due by 11:59 p.m. (end of day) on the date that they are listed on the schedule. Discussion posts and peer responses are due to D2L in "Discussions." Writing assignments are due to the D2L Dropbox under "Assessment." Once I have more information about the client projects, I will provide a more detailed calendar for the entire semester.

- 1-9 Read *Successful Writing at Work* Chapter 1; Discussion Post #1, Part 1 Due
- 1-11 Read *Successful Writing at Work* Chapter 4; Discussion Post #1 Part 2: Two Responses to Discussion Post #1 Due (Reply in Discussion #1 Thread)

- 1-16 **Complaint Letter Draft Due** for Peer Response
- 1-18 **Complaint Letter** Peer Responses Due to Discussion Board

- 1-23 **Complaint Letter Due**
- 1-25 Read *Successful Writing at Work* Chapter 2; Discussion Post #2 Due

- 1-30 **"Bad News" Letter Draft Due** for Peer Response
- 2-1 "Bad News" Letter Peer Responses Due to D2L Discussion Board

- 2-6 **"Bad News" Letter Due**
- 2-8 Read *Successful Writing at Work* Chapter 3; Discussion Post #3 Due

- 2-13-3-1 Client Project #1 (Discussion Posts 4 & 5 TBA)

- 3-6 Start on Client Project #2
- 3-8 Work on Client Project #2

- 3-13 & 3-15 SPRING BREAK

- 3-20 *Changing Writing* Chapter 5 (D2L); Discussion Post #6 Due
- 3-22 Work on **Client Project #2**;

- 3-27 **Draft for Client Project #2 Due**
- 3-29 Read *Successful Writing at Work* Chapter 8; Discussion Post #7 Due

- 4-3 Reading TBA (D2L); Revise Client Project #2
- 4-5 **Client Project #2 Due**

- 4-10 Read Chapters 12-13 from *Writing for the Internet* (D2L); Work on Social Media Proposal
- 4-12 **Social Media Proposal Due**

- 4-17 Read *Successful Writing at Work* Chapter 9; Discussion Post #8 Due
- 4-19 Work on **Final Portfolio**

- 4-24 Revise **Final Portfolio**
- 4-26 **Final Portfolio Due**