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# ENG 2760-001: Introduction to Professional Writing

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## ENG 2760- Intro to Professional Writing (3.0 Credit Hours)

Professor: Dr. Donna Binns

Office: 3851 Coleman Hall

Office Hours: TR 1:45 p.m.--3:15 p.m.; Wednesdays 1:00 p.m.—2:00 p.m.

E-mail: [djbinns@eiu.edu](mailto: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 Panthermail e-mail account and Internet Access to EIU's D2L Online Course

Delivery System

Access to a recent version of Microsoft Word

**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. Unless otherwise directed, submit docx files to D2L using a recent version of Microsoft Word.

**Daily Work & Participation:**

*Daily Work:* There will be a substantial amount of online daily 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.

*Participation:* A participation grade will be assigned each week, and it will be worth up to five points. Students who participate in class discussions, bring required materials to class, and positively contribute to class activities should earn all available points for that week. Failure to participate in class activities, failure to bring course materials, using cell phones or computers for non-class related reasons, or excessive tardiness will result in a loss of some or all of the weekly participation points at my discretion. Because individual and group projects are key course components, your professor may provide some in-class workshop time. In-class workshop time also counts toward attendance and participation requirements.

**Attendance:** Because this course emphasizes writing as process and as collaborative activity, attendance is essential. Some Class exercises and peer review activities (generally worth 10-20 points each) cannot be made up at a later date, so numerous absences will affect your overall course grade. After four absences, each additional absence will also result in a penalty of one full letter grade. I will make exceptions for compelling, well-documented medical and other emergency situations.

If you are more than fifteen minutes late for class, you will be counted absent. If you are habitually tardy, your participation score may be lowered at my discretion. If you sleep in class, refuse to participate in class activities, leave before class is dismissed, or are not prepared for class, you will be marked absent at my discretion. Failure to bring appropriate materials to a workshop or a draft to a peer response session will count as an absence. Absent students will be responsible for finding out what material was covered and what assignments were made in class. Please obtain such information from a reliable classmate.

**Late Work:** Late work that is not excused before its due date will be penalized by 10% of the maximum possible points for each day it is late. Assignments, including drafts, are due at the beginning of class unless specified otherwise by your instructor. Work turned in after the beginning of class may be penalized by 10% of the maximum possible points. **Computer and printer problems are not an acceptable excuse for turning work in after deadlines, so draft and print well in advance.** Have a backup plan.

**Grading:** Detailed requirements for each project (such as length, format, and evaluation criteria) will be included on specific assignment prompts. Penalties for excessive absences will be deducted as described in the attendance section. One of the goals of this class is to produce documents that are professional; therefore, out-of-class assignments must be word processed using Microsoft Word unless otherwise specified by your instructor.

Due dates are listed on the course calendar.

**Missing deadlines will reduce the assignment grade by 10 % per day. Students must complete all major Writing Assignments, Client Project(s), and the Final Portfolio to be eligible to pass the class.** I will use the following breakdown to determine your final course grade:

Daily Work	20%
Client Project(s)	20%
Major 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](http://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.

**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**.

## ENG 2760 Course Calendar (Fall 2018)

This schedule is subject to additions and changes at my discretion. Peer responses are due to D2L in "Discussions" prior to class. Writing assignments are due to the D2L Dropbox under "Assessment." Once I have more information about the client project(s), I will provide a more detailed calendar.

- 8-21 Course Introduction
- 8-23 Read *Successful Writing at Work* Chapters 1 & 4
  
- 8-28 **Complaint Letter Draft Due** to D2L Discussion Board prior to class for Peer Response; Revise letter
- 8-30 Read *Successful Writing at Work* Chapter 2; **Complaint Letter Due to D2L Dropbox** by 11:59 pm
  
- 9-4 Read *Successful Writing at Work* Chapter 3
  
- 9-6 Reading TBA
  
- 9-11 **"Bad News" Letter Draft Due** to D2L Discussion Board prior to class for Peer Response
- 9-13 Reading TBA; **"Bad News" Letter Due to D2L Dropbox** by 11:59 pm

### Client Project

- 9-18 Work on Client Project in class
- 9-20 Work on Client Project in class
  
- 9-25 Client Project draft due; Email draft to Maddie Kennedy ([herc-pr\\_marketing@eiu.edu](mailto:herc-pr_marketing@eiu.edu)) and Dr. Binns ([djbinns@eiu.edu](mailto:djbinns@eiu.edu)) from all group members prior to class
- 9-27 Revise Client Project
  
- 10-4 Client Project due to D2L Discussion Board, Maddie Kennedy, & Dr. Binns
- 10-6 Client Project Workshop
  
- 10-11 Revise Client Project
- 10-13 Revise Client Project

### Proposal for Improving Website & Social Media Presence

- 10-16 Read Chapter 9 of *Writing & Editing for Digital Media* & Chapter 5 of *Social Media Communication* (D2L)
- 10-18 Read Chapter 5 of *Writing & Editing for Digital Media* and Chapter 8 of *Successful Writing at Work*; Work on Proposal
  
- 10-23 **Proposal** Draft Due to D2L Discussion Board Prior to Class
- 10-25 Read Chapter 11 of *Social Media Communication*; Revise Proposal
- 10-26 **Proposal** Due to D2L Dropbox by 11:59 pm
  
- 10-30 Read Chapter 17 of *Technical Communication*; Work on Promotional Materials/Report
- 11-1 Read *Successful Writing at Work* Chapter 6; Work on Promotional Materials/Report
  
- 11-6 Read *Successful Writing at Work* Chapter 9; Work on Promotional Materials/Report
- 11-8 Work on Promotional Materials/Report

- 11-13 **Promotional Materials/Report** due to D2L Discussion Board Prior to Class for Peer Responses
- 11-15 Read *Successful Writing at Work* Chapter 10; **Promotional Materials/Report** due to D2L Dropbox by 11:59 pm

BREAK

- 11-27 Oral Presentations on Proposal/Materials
- 11-29 Oral Presentations on Proposal/Materials
  
- 12-4 Revise for **Final Portfolio**; Read Purdue Owl “Writing Processes” Revision Recommendations:  
[https://owl.purdue.edu/owl/general\\_writing/index.html](https://owl.purdue.edu/owl/general_writing/index.html)
- 12-6 **Final Portfolio Due to D2L Dropbox by 11:59 pm**