

Spring 1-15-2019

# ENG 2760-600: Introduction to Professional Writing

Donna Binns  
*Eastern Illinois University*

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## ENG 2760-600: Intro to Professional Writing (3.0 Credit Hours)

Professor: Dr. Donna Binns

Office: 3851 Coleman Hall

Office Hours: Available **electronically** through Skype Mondays 6:00 pm—7:00 pm; TR 2:00 pm—3:30 pm, aba. Schedule with Dr. Binns through e-mail.

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

Recent Version of Microsoft Word (Office 365 available at no charge to EIU students)

**Course Requirements:** In this class, you will complete several 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 several "Writing Assignments" (Complaint Letter, "Bad News" Letter, Website & Social Media Proposal, and Promotional Materials) that allow you to apply course reading as you create professional documents. You will also complete a case- or client-based project that will be designed to meet real workplace needs. 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 based upon an Online Discussion rubric. Peer Responses will be graded based upon the Online Peer Response rubric. Read the directions for each discussion or peer response post closely so that you don't miss any aspects of the assignment. Dr. Binns will assign peer responses based upon drafts turned in by the posted peer response deadlines, so students who submit late drafts may not be included in peer response assignments. 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.
- 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](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. 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](mailto:djbinns@eiu.edu)) or arrange an appointment. **E-mail Dr. Binns directly through Panthermail rather than trying to e-mail through D2L.** 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, which can be downloaded for a variety of devices here: [www.skype.com/download-skype/](http://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).

## ENG 2760 Online: Tentative Course Calendar (Spring 2019)

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 and Final Portfolio are due to the D2L Dropbox under "Assessment."

### Course Introduction & Business Letters

- 1-8 Read *Successful Writing at Work* Chapter 1; Discussion Post #1, Part 1 Due
- 1-10 Read *Successful Writing at Work* Chapter 4; Discussion Post #1 Part 2: Two Responses to Discussion Post #1 Due (Reply in Discussion #1 Thread)
  
- 1-15 **Complaint Letter Draft Due** for Peer Response
- 1-17 **Complaint Letter** Peer Responses Due to D2L Discussion Board
  
- 1-22 **Complaint Letter Due** to D2L Dropbox by 11:59 pm
- 1-24 Read *Successful Writing at Work* Chapter 2; Discussion Post #2 Due
  
- 1-29 **"Bad News" Letter Draft Due** for Peer Response
- 1-31 **"Bad News" Letter** Peer Responses Due to D2L Discussion Board
  
- 2-5 **"Bad News" Letter Due** to D2L Dropbox by 11:59 pm
- 2-7 Read *Successful Writing at Work* Chapter 3; Discussion Post #3 Due

### Case/Client Project

- 2-12 Work on Case/Client Project
- 2-14 Work on Case/Client Project
  
- 2-19 **Case/Client Project Draft Due** through Panthermail to Dr. Binns & Maddie Kennedy ([herc-pr\\_marketing@eiu.edu](mailto:herc-pr_marketing@eiu.edu)) for Case/Client Project
- 2-21 Read *Changing Writing* Chapter 8 (D2L); Discussion Post #4 Due
  
- 2-26 Work on Revising **Case/Client Project** & Read *Changing Writing* Chapter 5 (D2L)
- 2-28 Revised **Case/Client Project Due** through Panthermail to Dr. Binns & Maddie Kennedy ([herc-pr\\_marketing@eiu.edu](mailto:herc-pr_marketing@eiu.edu))

### Website & Social Media Presence Proposal

- 3-5 Read *Successful Writing at Work* Chapter 6 & Chapter 11 of *Social Media Communication* (D2L); Discussion Post #5 Due
- 3-7 Work on **Website & Social Media Presence Proposal** & e-mail proposal topic Dr. Binns by 11:59 pm; Revised **Case/Client Project Due (if needed)** through Panthermail to Dr. Binns & Maddie Kennedy ([herc-pr\\_marketing@eiu.edu](mailto:herc-pr_marketing@eiu.edu))

3-12 & 3-14 SPRING BREAK

- 3-19 Read Chapter 8 of *Successful Writing at Work* & Chapter 5 of *Writing & Editing for Digital Media* (D2L)
- 3-21 **Website & Social Media Presence Proposal Draft Due** to D2L Discussion Board for Peer Responses

- 3-26 **Website & Social Media Presence Proposal** Peer Responses Due to D2L Discussion Board  
3-28 **Website & Social Media Presence Proposal** Due to D2L Dropbox by 11:59 pm

**Promotional Materials/Report**

- 4-2 Read Chapter 17 of *Technical Communication*; Work on **Promotional Materials/Report**  
4-4 Read *Successful Writing at Work* Chapter 6; Work on Promotional Materials/Report  
  
4-9 Read *Successful Writing at Work* Chapter 9; Work on **Promotional Materials/Report**  
4-11 Work on **Promotional Materials/Report**  
  
4-16 **Promotional Materials/Report** due to D2L Discussion Board Prior to Class for Peer Responses  
4-18 Read *Successful Writing at Work* Chapter 10; **Promotional Materials/Report** due to D2L  
Dropbox by 11:59 pm

**Final Portfolio**

- 4-23 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)  
4-25 **Final Portfolio Due to D2L Dropbox by 11:59 pm**