

English 304

Business & Professional Writing

Sections:

001: T/R 10-11:15 am

7D1: Online/Async

This course will help you become more familiar and comfortable with the conventions of business and professional communication used across many different professional fields. You will:

- Learn the value and role of writing and oral communication in professional situations.
- Recognize the basic rhetorical patterns of professional communication in a variety of print, oral and digital channels.
- Practice applying these patterns of professional communication in individual and group contexts.
- Develop your ability to target communications for a specific audience.
- Apply the principles of visual rhetoric to successful workplace writing.
- Demonstrate your understanding and acquisition of professional communication skills through writing, revision, and creation of a polished portfolio.

Prof. Jill Woods

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Purpose: What exactly do I want to happen?

Audience: Who is reading, listening, or viewing?

Conventions: What is expected in this context?

Trouble: What could get in the way of my goals?