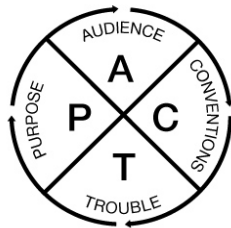


<b>English 304: Business and Professional Writing Section 008 (CRN 17085)</b>	
Spring 2022 Building: Colson Hall Room: G06	
Instructor: Misty Chinault Jones	
Email: mjones32@mix.wvu.edu	Phone: 304-293-3107
Office: Please email to ask questions or to schedule a Zoom meeting with me.	Office Hours: Tuesdays and Thursdays, 12-2pm



**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?

## REQUIRED TEXT

Guffey, Mary Ellen, and Dana Loewy. *Essentials of Business Communication*. 11<sup>th</sup> ed. Cengage Learning, Inc., 2019.

## COURSE DESCRIPTION

ENGL 304. Business and Professional Writing. 3 Hr. PR: (ENGL 101 and ENGL 102) or ENGL 103. Students will analyze different writing contexts, meet the needs of different audiences, and organize and present material in letters, memos, and reports. Includes some research, Internet components, and a review of style, grammar, and usage.

## COURSE OBJECTIVES

By the end of English 304, students should be able to do the following:

- Use appropriate expression and professional style in workplace documents.
- Identify and employ strategies for analyzing professional writing contexts, including audiences, purposes for writing, and organizational cultures.
- Conduct research and analyze data that can be used to support arguments.
- Identify and present arguments that demonstrate knowledge of rhetorical principles and appeal to multi-faceted audiences.
- Compose and design documents, including memos, employment documents, proposals, and presentations that meet the needs of a diverse audience and accomplish persuasive goals.
- Create competitive employment documents in order to secure future employment.
- Evaluate ethical responsibilities associated with workplace research and utilize proper methods of documentation.
- Demonstrate knowledge of the social and structural aspects of the English language and their applications within a business context.

## OFFICE HOURS & E-MAIL

Office hours are an excellent opportunity to ask me questions and receive additional feedback on your work. You can also use the email address on this syllabus to schedule a meeting with me or notify me of any urgent matters that need attention. I will typically respond within 24 hours.

## ATTENDANCE AND ENGAGEMENT

Attendance and grades are highly correlated. We know that sometimes personal situations and required university events make it impossible for you to be in class. We recommend that you attend class every session. Generally speaking:

- Students should not miss more than one week of class.
- Students who miss more than one week of class may be penalized up to one letter grade for each additional absence.
- Students who miss more than three weeks of class may be assigned a failing grade for the course.

**All absences (including excused absences) incurred from the date you register for the course count toward the total number.**

Please note these important factors related to your engagement:

- Your responsibility to engage with the class work begins when you register for the course.
- Missing activities, exercises, and project deadlines will be reflected in the corresponding component of your grade for the course.
- Neglecting to submit a major project on time will hinder your instructor's ability to provide feedback in a timely manner as well as factor into your final grade.
- If you are struggling with an assignment, if you are unexpectedly ill, or if you have some other personal emergency, contact your instructor immediately.
- Falling more than two weeks behind the posted schedule of work without a documented special arrangement with your instructor may result in failing the course.
- Special arrangements require a formal, written request (prior to an assignment deadline when applicable) that includes an explanation of the circumstances, documentation (if relevant), and a detailed plan for completing any late or missed work.
- Submitting a formal request for a special arrangement does not automatically guarantee that your instructor will be able to grant your request.
- English 304 will adhere to [WVU's attendance policy](#).

### **Extended Absences**

It is much better for you as a writer and as a student to take the course during a semester when your schedule allows you to be fully engaged, present, and able to do your best work. If you know in advance that you will need to miss more than three consecutive class meetings, you should take the course in another term. If you are a **military service person** with possible drill events or deployments, or if you have other commitments that are likely to disrupt your full engagement with this course for an extended period (1 week of class meetings or more), please speak to me about a plan for successfully completing all required coursework.

## **COURSEWORK AND GRADES**

You will be graded on a series of correspondence activities and several major assignments, including a cover letter and resume, an annotated bibliography, a formal report, and a presentation. You will also be graded on your participation in the course, which includes things like attending class meetings, being prepared for class, making thoughtful contributions to class discussions, and meeting deadlines for homework, drafts, and peer reviews.

**Correspondence Activities = 40%**

**Cover Letter and Resume = 15%**

**Annotated Bibliography = 5%**

**Formal Report = 20%**

**PowerPoint Presentation = 10%**

**Participation = 10%**

The following will give you an idea of the expectations that I have when evaluating your work:

**A: Excellent** – Represents excellent participation in all course activities; all assigned work completed, with very high quality in all course work.

**B: Above average** – Represents above average participation in all course activities; all assigned work completed, with consistently high quality in course work.

**C: Average** – Represents good participation in all course activities; all assigned work completed, with generally good quality overall in course work.

**D: Below average** – Represents uneven participation in course activities; some gaps in assigned work completed, with inconsistent quality in course work.

**F: Inadequate** – Represents minimal participation in course activities; serious gaps in assigned work completed, or very low quality in course work.

## **SOCIAL JUSTICE**

The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion.

If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with the Office of Accessibility Services (293-6700), which is part of [West Virginia University's Division of Diversity, Equity, and Inclusion](#).

## **ACADEMIC INTEGRITY**

You are responsible for the integrity of your work. This means that all your work must be your own and must be created specifically for this course. Review the [WVU Policy on Student Academic Standards](#) and consider taking this [tutorial](#) on plagiarism avoidance. If you have questions about using proper documentation and avoiding unintentional plagiarism, talk with your instructor, a librarian, or a consultant in the Eberly Writing Studio (room G02 of Colson Hall).

Failing to maintain the integrity of your work will have serious consequences. We will continue to discuss academic integrity, but here are a few things you need to know right away:

Submitting someone else's paper, including papers you obtain online, as your own writing is fraud. It will result in a failing grade for the course and may result in additional action by the Office of Student Conduct.

Copying paragraphs or other passages of someone else's writing without properly citing them is plagiarism. It may result in a grade reduction or failing the course. It, too, may result in additional action by the Office of Student Conduct.

## **WVU COVID-19 SYLLABUS STATEMENT**

WVU is committed to maintaining a safe learning environment for all students, faculty, and staff. Should campus operations change because of health concerns related to the COVID-19 pandemic or other campus-wide emergency, it is possible that this course will move to a fully online delivery format. If that occurs, students will be advised of technical and/or equipment requirements, including remote proctoring software.

In a face-to-face environment, our commitment to safety requires students, staff, and instructors to observe the social distancing and personal protective equipment (PPE) guidelines set by the University at all times. While in class, students will sit in assigned seats when required and will wear PPE according to current University guidelines. Students who fail to comply may be referred to the Office of Student Conduct for sanctions.

COVID related absences fall under the University attendance policy. As detailed in the policy, a student who becomes sick or is required to quarantine during the semester should notify the instructor. The student should then work with the instructor to develop a plan to complete the course learning outcomes while he or she is absent.

## **RESOURCES**

### [The Eberly Writing Studio](#)

The Eberly Writing Studio is a resource that can support you in all aspects of the writing process. It is located in G02 Colson Hall, and you can sign up for one-on-one consultations in person or online.

### [Mental Health](#)

Mental health concerns or stressful events can adversely affect your academic performance and social relationships. WVU's [Carruth Center for Psychological and Psychiatric Services \(CCPPS\)](#) offers a broad range of confidential mental health services to

assist you in addressing these and other concerns that you may be experiencing. If you are in need of crisis services, call the CCPPS main number 24/7: (304) 293-4431.

[Well WVU: The Students' Center of Health](#)

Well WVU: The Students' Center for Health provides resources to help manage stress, improve relationships, make healthy lifestyle choices, and face new challenges and transitions.

**SCHEDULE OF WORK**

This course will meet regularly meet in G06 Colson Hall at 11:30 am. Please pay attention to the schedule of work and regularly check your email so that you arrive at the correct location for class. The schedule of work below is subject to minor changes based on our progress.

<b>Weeks</b>	<b>General Topics</b>	<b>Readings and Due Dates</b>
<b>Week 1</b> January 10-14	<b>Monday:</b> Intro. to Course	Read: pp. 1-24 in <i>Essentials of Business Communication</i>
	<b>Wednesday:</b> Succeeding in the Social and Mobile Workplace	
	<b>Friday:</b> Succeeding in the Social and Mobile Workplace	Read: pp. 35-52 in <i>Essentials of Business Communication</i>
<b>Week 2</b> January 17-21  *January 17 is Martin Luther King Jr.'s Birthday: No Classes	<b>Monday:</b> No Class	
	<b>Wednesday:</b> Planning Business Messages	<b>Due:</b> Correspondence Activity #1
	<b>Friday:</b> Planning Business Messages	Read: pp. 62-77 in <i>Essentials of Business Communication</i>
<b>Week 3</b> January 24-28	<b>Monday:</b> Organizing and Drafting Business Messages	<b>Due:</b> Correspondence Activity #2
	<b>Wednesday:</b> Organizing and Drafting Business Messages	
	<b>Friday:</b> Organizing and Drafting Business Messages	Read: pp. 87- 102 in <i>Essentials of Business Communication</i>
<b>Week 4</b> January 31-February 4	<b>Monday:</b> Revising Business Messages	<b>Due:</b> Correspondence Activity #3
	<b>Wednesday:</b> Revising Business Messages	
	<b>Friday:</b> Revising Business Messages	Read: pp. 113-135 in <i>Essentials of Business Communication</i>
<b>Week 5</b> February 7-11	<b>Monday:</b> Short Workplace Messages and Digital Media	<b>Due:</b> Correspondence Activity #4

<b>Weeks</b>	<b>General Topics</b>	<b>Readings and Due Dates</b>
	<b>Wednesday:</b> Short Workplace Messages and Digital Media	
	<b>Friday:</b> Short Workplace Messages and Digital Media	Read: pp. 150-171 in <i>Essentials of Business Communication</i>
<b>Week 6</b> February 14-18	<b>Monday:</b> Positive and Neutral Messages	<b>Due:</b> Correspondence Activity #5
	<b>Wednesday:</b> Positive and Neutral Messages	
	<b>Friday:</b> Positive and Neutral Messages	Read: pp. 186-207 in <i>Essentials of Business Communication</i>
<b>Week 7</b> February 21-25	<b>Monday:</b> Negative Messages	<b>Due:</b> Correspondence Activity #6
	<b>Wednesday:</b> Negative Messages	
	<b>Friday:</b> Negative Messages	Read: pp. 219-237 in <i>Essentials of Business Communication</i>
<b>Week 8</b> February 28-March 4	<b>Monday:</b> Persuasive Messages	<b>Due:</b> Correspondence Activity #7
	<b>Wednesday:</b> Persuasive Messages	
	<b>Friday:</b> Persuasive Messages	Read: pp. 398-434 in <i>Essentials of Business Communication</i>
<b>Week 9</b> March 7-11	<b>Monday:</b> The Job Search, Resumes, and Cover Messages	<b>Due:</b> Correspondence Activity #8
	<b>Wednesday:</b> The Job Search, Resumes, and Cover Messages	
	<b>Friday:</b> The Job Search, Resumes, and Cover Messages	Read: pp. 444-470 in <i>Essentials of Business Communication</i>
<b>Week 10</b> March 14-18  *Spring Break March 12-20th	<b>Monday-Friday:</b> No Class	
<b>Week 11</b> March 21-25	<b>Monday:</b> Interviewing and Follow Up	
	<b>Wednesday:</b> Peer Review	<b>Due:</b> Rough Draft of Cover Letter and Resume

<b>Weeks</b>	<b>General Topics</b>	<b>Readings and Due Dates</b>
	<b>Friday:</b> Interviewing and Following Up	<b>Due:</b> Cover Letter and Resume Read: pp. 252-276 in <i>Essentials of Business Communication</i>
<b>Week 12</b> March 28-April 1	<b>Monday:</b> Informal Reports	<b>Due:</b> Correspondence Activity #9
	<b>Wednesday:</b> Informal Reports	<b>Due:</b> Correspondence Activity #10 Read: pp. 285-313 in <i>Essentials of Business Communication</i>
	<b>Friday:</b> Proposals and Formal Reports	
<b>Week 13</b> April 4-8	<b>Monday:</b> Proposals and Formal Reports	<b>Due:</b> Annotated Bibliography
	<b>Wednesday:</b> Proposals and Formal Reports	
	<b>Friday:</b> Proposals and Formal Reports	
<b>Week 14</b> April 11-15  *April 15: No Class, university closed	<b>Monday:</b> Proposals and Formal Reports	Read: pp. 362-385 in <i>Essentials of Business Communication</i>
	<b>Wednesday:</b> Business Presentations	
	<b>Friday:</b> No Class	
<b>Week 15</b> April 18-22	<b>Monday:</b> Peer Review	<b>Due:</b> Rough Draft of Formal Report
	<b>Wednesday:</b> Business Presentations	<b>Due:</b> Formal Report
	<b>Friday:</b> Business Presentations	
<b>Week 16</b> April 25-29  *April 29 is the last day of classes	<b>Monday:</b> Business Presentations	
	<b>Wednesday:</b> Business Presentations	<b>Due:</b> PowerPoint Presentation
	<b>Friday:</b> Last Day of Class	