

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

ENGL 301 PROFESSIONAL WRITING AND COMMUNICATION

Prepared By: Christopher Sweeney

Revised By: Eunju Yu

**SCHOOL OF BUSINESS AND LIBERAL ARTS
ENGLISH/HUMANITIES DEPARTMENT
MAY 2015**

ENGL 301 PROFESSIONAL WRITING AND COMMUNICATION

- A. **TITLE:** Professional Writing and Communication
- B. **COURSE NUMBER:** ENGL 301
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** WI
- E. **COURSE LENGTH:** 15 weeks per semester
- F. **SEMESTER(S) OFFERED:** Fall/Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:**

This course is designed to advance students' communication skills for the global marketplace. Emphasis is on technical writing, business writing, and publishing. Students design and produce technical documents, including, but not limited to, job-search documents, memos, reports, and proposals, responding to specific audiences and purposes in the business world. Students should be familiar with desktop publishing and electronic presentations. Prerequisites: ENGL 101 or 102 and completion of at least 45 credit hours; or permission of the instructor.

- I. **PRE-REQUISITES/CO-REQUISITES:** ENGL 101 or 102 AND completion of at least 45 credit hours; or permission of the instructor
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. <i>Demonstrate</i> understanding of audience	1. Communication
b. <i>Evaluate</i> professional document models for emulation	1. Communication 2. Crit. Thinking
c. <i>Compose</i> professional documents	1. Communication 3. Prof. Competence
d. <i>Design</i> documents and visuals according to professional parameters	1. Communication 3. Prof. Competence

K. TEXTS: These are examples; actual texts are chosen by the instructor

Kolin, P. (2015). *Successful Writing at Work (Concise 4th Edition)*. Boston: Houghton Mifflin Harcourt.

Munter, M.(2011). *Guide to Managerial Communication (9th Ed.)*. Boston: Prentice Hall.

Harcourt. Hacker, D. (2011). *A Pocket Style Manual (6th Ed.)*. Boston: Bedford/St. Martin's.

L. REFERENCES: These are a sampling, not a comprehensive listing.

Writing Center at Southworth Library -- http://www.canton.edu/tutoring/writing_center.html

Academic Support Services -- http://www.canton.edu/academic_support_services/

Online writing lab at Purdue University -- <http://owl.english.purdue.edu/owl/resource/679/01/>

The Collins Wordbanks Corpus -- <http://www.collins.co.uk/Corpus/CorpusSearch.aspx>

Modern Language Association -- <http://www.mla.org/style>

M. EQUIPMENT: Technology enhanced classroom

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

Textbook Activities and Exercises

Collaborative Projects

Individual Projects

Participation

P. DETAILED COURSE OUTLINE: Attached

Q. LABORATORY OUTLINE: N/A

DETAILED COURSE OUTLINE

ENGL 301 PROFESSIONAL WRITING AND COMMUNICATION

I. Writing and Career

- A. Writing –an essential job skill
- B. Writing for the global marketplace
- C. Characteristics of job-related writing
- D. Ethical writing in the workplace

II. The writing process and collaboration at work

- A. The writing process
- B. Revising
- C. Collaborative writing
- D. Meetings

III. E-communication at work

- A. The flow of information through e-communications
- B. email
- C. Instant messages for business use
- D. Job-related Tweets
- E. Job-related text messaging
- F. Blogs

IV. Writing to audiences worldwide

- A. Letters in the age of the Internet
- B. Business letters
- C. Memos
- D. International business correspondence

V. How to get a job

- A. Steps to follow to get hired
- B. Dossiers and letters of recommendation
- C. Career portfolios /web-folios
- D. Resume
- E. Letters of application
- F. Going to an interview
- G. Accepting or declining a job offer

VI. Designing successful documents, visuals, and websites

- A. Characteristics of effective design
- B. Organizing information visually
- C. Using visuals ethically
- D. Using appropriate visuals for international audiences
- E. Writing for and designing websites

VII. Writing instructions and procedures

- A. The process of writing instructions
- B. The five parts of instructions
- C. Writing procedures for policies and regulations

VIII. Writing effective reports and proposals

- A. The process of writing a report
- B. Types of reports
- C. Documenting sources
- D. Guidelines for writing a successful proposal
- E. Internal proposals
- F. Sales proposals

IX. Making successful presentations at work

- A. Writing a document versus making a presentation
- B. Types of presentations
- C. Informal briefings
- D. Formal presentations