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

MASTER SYLLABUS

ENGL 301 PROFESSIONAL WRITING AND COMMUNICATION

CIP Code: 231303

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SCHOOL OF BUSINESS AND LIBERAL ARTS
ENGLISH/HUMANITIES DEPARTMENT
Fall 2023

A. **TITLE**:   PROFESSIONAL WRITING AND COMMUNICATION

B. **COURSE NUMBER:** ENGL 301

C. **CREDIT HOURS: 3**

D. **WRITING INTENSIVE COURSE**: Yes

E. **GER CATEGORY:** None

F. **SEMESTER(S) OFFERED:** Fall and Spring

G. **COURSE DESCRIPTION:**

In this course, students will advance their 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.

H. **PRE-REQUISITES/CO-REQUISITES:**

a. Pre-requisite(s): ENGL 101
b. Co-requisite(s): None
c. Pre- or co-requisite(s): None

I. **STUDENT LEARNING OUTCOMES:**
II.

Course Student Learning Outcome [SLO]	*PSLO*	*GER*	*ISLO*
a. Demonstrate understanding of audience			1 [W]
b. Evaluate professional document models for emulation			2 [CA]
c. Compose professional documents			1 [W]
d. Design documents and visuals according to professional parameters			1 [W]

KEY	**Institutional Student Learning Outcomes [ISLO 1 – 5]**
ISLO #	**ISLO & Subsets**
1	**Communication Skills** Oral [O], Written [W]

2	**Critical Thinking** *Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]*
3	**Foundational Skills** *Information Management [IM], Quantitative Lit,/Reasoning [QTR]*
4	**Social Responsibility** *Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]*
5	**Industry, Professional, Discipline Specific Knowledge and Skills**

J.   APPLIED LEARNING COMPONENT: Yes_____   No___X____

K.   TEXTS:

Kolin, P. (2015). Successful Writing at Work (4th Ed.). Boston: Houghton Mifflin Harcourt.
Open educational resources

L.   REFERENCES:

Harcourt. Hacker, D. (2017). *A Pocket Style Manual* (8th Ed.). Boston: Bedford/St. Martin's.
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/
Modern Language Association -- http://www.mla.org/style

M.   EQUIPMENT: None

N.   GRADING METHOD: A-F

O.   SUGGESTED MEASUREMENT CRITERIA/METHODS:

   Assignments
   Projects
   Quizzes
   Participation

P.   DETAILED COURSE OUTLINE:

I. Writing in the workplace
          A. Writing –an essential job skill
          B. Writing for the global marketplace
          C. Ethical writing in the workplace

II. The writing process and collaboration at work
          A. The writing process
          B. Collaborative writing

III. E-communication at work
- A. email
- B. Instant messages for business use
- C. Job-related Tweets
- D. Job-related text messaging
- E. Blogs

IV. Writing to audiences worldwide
- A. Business letters
- B. Memos

V. Designing successful documents, visuals, and websites
- A. Organizing information visually
- B. Using visuals ethically
- C. Writing for and designing websites

VI. Writing instructions and procedures
- A. The process of writing instructions
- B. Writing procedures for policies and regulations

VII. Writing reports and proposals
- A. The process of writing a report
- B. Documenting sources
- C. Guidelines for writing a successful proposal

VIII. Making successful presentations
- A. Types of presentations
- B. Informal briefings
- C. Formal presentations

Q. **LABORATORY OUTLINE:** None