SYLLABUS

English 402: Technical and Professional Writing

Course Overview
Welcome to ENGL 402 [WRTG] [M] Technical and Professional Writing! Elizabeth Tebeaux and Sam Dragga describe "*technical writing* (sometimes called business or professional writing) [as] writing that occurs in a business or work setting … [it also means] that you cannot write on the job the way that you have written in school. Writing in school and writing at work differ because the purposes and the context of each differ" (3). For this reason, [client name], [title of position] at [Company/Organization], will task you with two writing projects. More specifically, you will learn rhetorical principles and communication practices necessary for: (1) producing effective memos, reports, and employment materials, (2) delivering engaging presentations, and (3) being a crucial leader in team projects.

Course Goals	**Learning Objectives**
Upon successful completion of this course, you will:	At the end of this course, you should be able to:
Compose in professionally appropriate modes, including written, oral, and visual	Assess rhetorical situation of communication Make stylistic decisions Convey information and complex ideas clearly and concisely
Understand professional obligations and ethical behaviors in diverse situations	Explain the importance of intercultural communication Identify ethical principles of technical communication
Work individually and collaboratively; work successfully within and across various cultures	Manage client projects Assess team and client needs Negotiate time constraints and problem solve

Required Textbook and Readings
Tebeaux, Elizabeth and Sam Dragga. *The Essentials of Technical Communication*. Oxford UP, 2018.

"As technical communicators, we observe the following professional principles in our professional activities." *Society for Technical Communication*, 1998, https://www.stc.org/about-stc/ethical-principles/.

"Creating Rhetorically Effective Instruction Manuals." *Writing Commons*, 13 Nov. 2019, https://writingcommons.org/article/creating-rhetorically-effective-instruction-manuals/.

"Establishing Your Professional Self: Résumé Writing." Writing Commons, 19 Dec. 2019, https://writingcommons.org/article/establishing-your-professional-self-resume-writing/.

"Rhetorical Analysis in the Real World: A Useful Thinking Tool." *Writing Commons*, 17 Dec. 2019, https://writingcommons.org/article/rhetorical-analysis-in-the-real-world-a-useful-thinking-tool/.

Sumpter-Latham, Eleanor. "Ethics in Technical Writing." *Technical Writing*, Eds. Hamlin, Annemarie, Chris Rubio, and Michele Desilva, https://coccoer.pressbooks.com/chapter/ethics-in-technical-writing/. Accessed 6 Jan. 2020.

McMurrey, David. "Instructions." *Online Technical Writing*, 2017, https://www.prismnet.com/~hcexres/textbook/instrux.html.

---. "Oral Presentations." *Online Technical Writing*, 2017, https://www.prismnet.com/~hcexres/textbook/oral.html.

---. "Proposals." *Online Technical Writing*, 2017, https://www.prismnet.com/~hcexres/textbook/props.html.

---. "Resumes." Online Technical Writing, 2017, https://www.prismnet.com/~hcexres/textbook/resume.html.

---. "Standard Operating Policies and Procedures." *Online Technical Writing*, 2017, https://www.prismnet.com/~hcexres/textbook/orgpols.html.

---. "Technical Writing, Technical-Writing Courses, and the Author." *Online Technical Writing*, 2017, https://www.prismnet.com/~hcexres/textbook/intro.html#history.

---. "User Guides." Online Technical Writing, 2017, https://www.prismnet.com/~hcexres/textbook/user_guides.html.

Nielsen, Jakob. "Usability 101: Introduction to Usability." Nielsen Norman Group, 3 Jan. 2012, https://www.nngroup.com/articles/usability-101-introduction-to-usability/.

"Proposal Writing Basics." Writing Commons, 16 Dec. 2019, https://writingcommons.org/article/proposal-writing-basics/.

"Tips for Writing a Cover Letter." *Writing Commons*, 29 Dec. 2019, https://writingcommons.org/article/writing-a-cover-letter/.

"Usability and User Experience." Writing Commons, 18 Dec. 2019, https://writingcommons.org/article/usability-and-user-experience-research/.

Course Requirements

Client assessment--individual submission	Discuss your understanding of the client project. First, consider what the client is asking you to do and why. Describe what the client is asking you to do, who the document is intended for, and list project-related questions that you want the client (or I) to answer. Finally, explain why you think I am incorporating this project into our course. (300 words or 1 page minimum in Times New Roman, 12, and double spaced.)
Work Plan	Your group will write a proposal and complete a work planning sheet, which each member will sign to indicate that they reviewed, understood, and agreed to the work plan.

Product review--individual submission	Each group member will write and submit a memo that discusses the results of the usability test. The memo should include an opening paragraph introducing the purpose of the memo and a brief account of the usability test, a summary of problems observed and noted, and an explanation on how the group will address the necessary changes.
Project and Presentation	Your group will present the project to their client and me. After presenting your work, you will have the opportunity to make any last-minute changes, and then submit the final product to the client and me.
Progress report--individual submission	In paragraph form (not a numbered/bulleted list), answer the following questions for Client Project 2: What have you accomplished or contributed to the group's project? What part of the work is currently in progress? What remains to be done? What problems or issues have arisen, if any? How is the project going in general?
Resume/Cover Letter--individual work	You will submit an existing resume or draft a new one, including a cover letter. You will receive feedback from me on these initial versions. Afterward, you will revise and resubmit your resume and cover letter.
Peer Evaluation--individual work	You will evaluate group members' investment in the project.

Calendar (16-Week Semester)
ETC = *The Essentials of Technical Communication*

Week 1	Topics: Introduction to the course, Writing in the workplace Readings: ETC, Chp. 1, pp. 3-8 and McMurrey, "About Technical Writing"; ETC, Chp. 2 pp. 15-19 and pp. 25-27 and Technical Writing Assessment: Syllabus quiz
Week 2	Topics: Introduction to Client Project 1, Writing in the workplace Assessment: Workplace writing prompt
Week 3	Topics: Assessing client needs Readings: Egeland, "Understanding Your Project Client's Real Needs" and McMurrey, "Audience Analysis"; ETC, Chp. 4 pp. 50-65 and pp. 72 Assessment: Needs assessment
Week 4	Topics: Client Project 1, Introduction to Application Letter and Resume Assignment, Resume and cover letter writing Readings: ETC, Chp. 12 pp. 312-333 and "Resumes, Cover Letters, Interviews"

Week 5	Topics: Client Project 1, Resume and cover letter writing Readings: "Establishing Your Professional Self" and "Resume and Cover Letter Writing" (video) Assessment: Client Project 1 for review due
Week 6	Topics: Resume and cover letter writing, Collaboration Readings: ETC, Chp. 8 pp. 206-208 and "Talking in Intercultural Teams" Assessment: First draft of resume and cover letter due
Week 7	Topics: Introduction to Client Project 2, Project management and Reporting progress Readings: Harned, "7 Questions Every Project Manager Should Ask Their Client," "What is a Gantt chart?," Excel spreadsheets, Schwarz, "How to Design an Agenda for an Effective Meeting," and "How to take minutes"; ETC, Chp. 9 pp. 236-251 and McMurrey, "Progress Report"
Week 8	Topics: Client Project 2, Professional correspondence Readings: ETC, Chp. 7 pp. 137-144 and pp. 154-155, "Writing Effective Emails" (video), "Effective Email Communication," and Newman, "Memo Writing" Assessment: Professional correspondence and Client Project 1
Week 9	Topics: Client Project 2, Designing documents Readings: ETC, Chp. 5 pp. 77-100 Assessment: Gantt Chart, Document design prompt and Revised version of resume and cover letter
Week 10	Topics: Client Project 2, Introduction to Product review, Intercultural communication Readings: Nielsen, "Usability 101" and "Usability Testing of Technical Communications"; "Aspects of Intercultural Communication", Rumsey, "Intercultural Communication and Globalization," and "Secrets of cross-cultural communication" (video) Assessment: Intercultural communication prompts
Week 11	Topics: Client Project 2, Ethics Readings: ETC, Chp. 3 pp. 31-49 and "Ethics in Technical Writing"; Ethical principles and Weber, "Ethics in scientific and technical communication" Assessment: Ethical or Not? prompt
Week 12	Topics: Client Project 2, Oral communication Readings: ETC, Chp. 11 pp. 288-307 and McMurrey, "Oral Presentations" Assessment: Progress report
Week 13	Product review week
Week 14	Topics: Client Project 2, Group presentations to client and instructor only Assessment: Product Review Report
Week 15	Topics: Client Project 2 Homework: Client Project 2 and Peer evaluation

| Week 16 | No Final Exam! |