

English 302: Business Communication – Spring 2007 Syllabus

NOTE: This syllabus is only an outline. It will change as the semester progresses and does not list all readings and shorter assignments. **Topics** will be discussed in class on the dates they are listed.

Readings and **Assignments** are **DUE** on the dates listed. Changes to the syllabus will be announced in class and posted to the class website. The latest version of the syllabus will always be available online: <http://courses.engl.iastate.edu>

Week 1

- 1/9 **Topic:** Introduction to course; review syllabus and policies; discuss diagnostic memo assignment.
- 1/11 **Topic:** The writing process; discuss job application portfolio assignment. **Read:** WTW Chapter 1. **Assignment:** Diagnostic memo due before midnight on Friday.

Week 2

- 1/16 **Topic:** The job search. **Read:** WTW Chapter 16. **Assignment:** Find at least two job listings for positions you're interested in.
- 1/18 **Topic:** Resume writing and design workshop. **Read:** WTW Chapter 2; online articles on resume writing (TBA). **Assignment:** Bring electronic copy of your current resume.

Week 3

- 1/23 **Topic:** Individual branding and visual identify. **Read:** WTW Chapter 3; online articles on branding (TBA).
- 1/25 **Topic:** Branding workshop and resume peer review. **Assignment:** Bring electronic copies of your entire job application portfolio.

Week 4

- 1/30 **Topic:** Oral interviews.
- 2/1 **Topic:** Discuss correspondence unit. **Assignment:** Job application portfolio due.

Week 5

- 2/6 **Topic:** Business correspondence; print vs. electronic communication. **Read:** WTW Chapter 8.
- 2/8 **Topic:** Positive and negative messages. **Read:** WTW Chapter 9.

Week 6

- 2/13 **Topic:** The revision process. **Read:** WTW Chapter 4.
- 2/15 **Topic:** Anonymous peer review workshop.

Week 7

- 2/20 **Topic:** Brookhaven case study; discuss website analysis and recommendation report assignment. **Read:** Online case study materials. **Assignment:** Correspondence unit due.
- 2/22 **Topic:** Website analysis strategies.

Week 8

- 2/27 **Topic:** International considerations; midterm review. **Read:** Online articles on international communication (TBA).
- 3/1 **Topic:** Midterm exam. **Assignment:** Prepare for the midterm exam.

Week 9

3/6 Topic: Oral presentations. Read: WTW Chapter 14.

3/8 Topic: Presentation workshop.

Week 10 — SPRING BREAK; NO CLASSES

Week 11

3/20 Topic: Discuss visual promotional mailer; document design. Read: WTW Chapter 5.

3/22 Topic: Design workshop in groups.

Week 12

3/27 Topic: Oral presentations of website analysis and recommendation reports.

3/29 Topic: Visual design and production. Read: WTW Chapter 7. Assignment: group proposal memo due.

Week 13

4/3 Topic: Group conferences.

4/5 Topic: Design workshop. Assignment: Visual promotional mailer draft due.

Week 14

4/10 Topic: Discuss final research paper. Read: WTW Chapter 6.

4/12 Topic: Group presentations. Assignment: Visual promotional mailer due.

Week 15

4/17 Topic: Reports. Read: WTW Chapter 10.

4/19 Topic: Reports; peer review workshop. Read: WTW Chapter 11. Assignment: Bring an electronic copy of your rough draft.

Week 16

4/24 Topic: Oral presentations of final research papers.

4/26 Topic: Oral presentations of final research papers.

Week 17

4/30 Final, 12:00–2:00 p.m.: Oral presentations of final research papers.