

# English 302: Business Communication — Fall 2006 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

- 8/22 **Topic:** Introduction to course; review syllabus and policies; discuss diagnostic memo assignment.
- 8/24 **Topic:** The writing process; making presentations. **Read:** Keenan; Adelstein; Elbow. **Assignment:** Diagnostic memo due by Saturday night.

## Week 2

- 8/29 **Topic:** The writing process; revision. **Read:** Flower & Ackerman; Harris; Lindsell-Roberts.
- 8/31 **Topic:** Problems with language; discuss correspondence unit. **Read:** Chase; Zinsser.

## Week 3

- 9/5 **Topic:** Problems with language. **Read:** Lutz; Siegel; Univ. of Wisconsin. **Assignment:** Correspondence scenarios due.
- 9/7 **Topic:** Business correspondence; email etiquette. **Read:** Lewis; Royal Bank of Canada; Glatthorn; Mintz.

## Week 4

- 9/12 **Topic:** Email vs. print correspondence. **Read:** Schultz; BWC chapter 6.
- 9/14 **Topic:** Discuss website analysis assignment. **Assignment:** Correspondence unit due.

## Week 5

- 9/19 **Topic:** Reports. **Read:** Dodge; Vinci; BWC chapter 3.
- 9/21 **Topic:** International considerations. **Read:** Ewing; Kolin; BWC chapter 4. **Assignment:** Website analysis group proposal due.

## Week 6

- 9/26 **Topic:** Ethical considerations. **Read:** Winsor; Huff; Jones.
- 9/28 **Topic:** Ethics case study workshop.

## Week 7

- 10/3 **Topic:** Group presentations. **Assignment:** Website analysis and recommendation report due.
- 10/5 **Topic:** Midterm exam **Assignment:** Prepare for the midterm exam.

## Week 8

- 10/10 **Topic:** Discuss case study response assignment. **Read:** Case study materials from ABC website.
- 10/12 **Topic:** Responding to cases. **Read:** TBA.

### **Week 9**

10/17 **Topic:** Individual conferences.

10/19 **Topic:** Revision workshop. **Assignment:** Case study response draft due.

### **Week 10**

10/24 **Topic:** Discuss visual promotional mailer. **Read:** BWC chapter 5.

10/26 **Topic:** Visual design and production. **Read:** TBA. **Assignment:** Case study response due; group proposal memo due.

### **Week 11**

10/31 **Topic:** Group conferences.

11/2 **Topic:** Design workshop. **Assignment:** Visual promotional mailer draft due.

### **Week 12**

11/7 **Topic:** Group presentations. **Assignment:** Visual promotional mailer due.

11/9 **Topic:** Group presentations.

### **Week 13**

11/14 **Topic:** Discuss final project (job application portfolio); begin work on branding exercise. **Read:** SEC Guide (selections).

11/16 **Topic:** Individual branding and visual identify. **Read:** BWC chapter 7. **Assignment:** Branding exercise due on Saturday night.

### **Week 14 – THANKSGIVING BREAK**

### **Week 15**

11/28 **Topic:** Cover letters. **Read:** Munschauer; Graber.

11/30 **Topic:** Resume writing and design workshop. **Read:** Beatty; Nadler. **Assignment:** Bring electronic copy of your current resume.

### **Week 16**

12/5 **Topic:** Portfolio selection and arrangement. **Read:** TBA. **Assignment:** Review online portfolios and come prepared for discussion; complete initial selection of portfolio items.

12/7 **Topic:** Portfolio workshop and review. **Assignment:** Job application portfolio due by Saturday night.

### **Week 17**

12/12 **Final, 9:45–11:45 a.m.:** Presentation of job application portfolio.