English 310: Business and Community Writing combines study of the theory and practice of various forms of business communication (letters, memos, e-mail, reports, proposals, etc.) with a service-learning, or field-service, component, which will be conducted through the offices of a number of not-for-profit agencies and organizations in the Lehigh Valley. To succeed in this course, then, students will need not only a willingness to do more traditional academic work (reading and discussion of assignments; communicating and collaborating with fellow students; preparing both in-class and out-of-class written assignments), but also sufficient enthusiasm and motivation to perform needed workplace writing within the surrounding community. Another key component of the course will be presentations by guest speakers from the Lehigh Valley who are experienced practitioners of workplace writing and communication.

Goals for the course include the following:

--Familiarity and experience with a range of workplace documents and projects (e.g., résumés, memos and letters, reports, web documents, proposals, newsletter articles, etc.)
--Experience with the kind of collaboration that characterizes much workplace writing
--Awareness of, and improvement in, the skills of oral communication
--Consideration of practical, theoretical, and ethical issues that arise in workplace writing
--Heightened awareness of opportunities in the not-for-profit sector, and contributions to one such agency through the course’s field service component
--Improved understanding of public relations writing (press releases, newsletter articles), writing for the web, and successful proposal writing through analysis of these kinds of documents and presentations by guest speakers.

Required Texts


Handouts provided by instructor

Attendance, and a Note on Plagiarism

Because collaborative work and class participation are vital components of this course, regular attendance is required. Please arrive on time and prepared for every class session. You may be excused from up to two class sessions for legitimate academic, medical, or emergency reasons only; more than two absences, excused or unexcused, will result in an automatic lowering of your grade by one-third.

I would hope that it goes without saying that any work you submit for this course must be your own; to plagiarize in an upper-level writing course is to convey a shocking disrespect for writers and their work. Refer to the College's policy on academic honesty (available in the
Assignments and Their Evaluative Weight*
*Remember that English Track 3 (Writing) majors must submit formal portfolios of their work for various courses during the Spring semester of their junior year. If you are or plan to be a Writing track major, then, you should get in the habit of retaining various drafts of assignments from all your writing classes.

Letter and résumé (drafts due Sept. 9; final versions due Sept. 14) 10%
Report on assigned not-for-profit organization (draft Sept. 21, final Sept. 28) 10%
Press release (draft Oct. 5, final Oct. 12) 10%
Document analysis papers (10% each):
  Proposals (Oct. 12)
  Newsletters (Oct. 26)
  Web sites (Nov. 9) 30%
Final, individually-designed assignment (due Dec. 9) 10%
Final portfolio of written work produced for assigned organization (due Dec. 7) 25%
Participation, including periodic reflective/analytic writing on field service experience 5%

Schedule

The outside service learning/field work will demand a large portion of your time for approximately two-thirds of this course; therefore, we will meet on Wednesdays only during weeks 4-13 of the course (September 21 through November 30).

Week 1 (8/31, 9/2)
  Course introduction; organization placements; preliminary work toward résumé and letter of introduction
  Reading for 9/2: Moravian College Career Guide, pp. 1-17; handouts

Week 2 (9/7, 9/9)
  9/7: Speaker (Warren Hilton, Career Development Office)
  Reading for 9/9: Stockard ch. 1; handouts
  Due 9/9: Drafts of letter and résumé
  Initial meetings with organizations this week and next

Week 3 (9/14, 9/16)
  Reading for 9/14: Stockard, chs. 2-3; handout
  Reading for 9/16: Stockard ch. 4
  Due 9/16: Final résumé, letter of introduction, and field service contract

*Note: Service learning/field work is conducted for the following ten weeks; class will meet on Wednesdays only during this time.

Week 4 (9/21)
Stockard chs. 9-10
Due: Draft report on organization

Week 5 (9/28)
Speaker: Rob Stevens, Lehigh Valley Hospital
Due: Final report on organization

Week 6 (10/5)
Stockard chs. 5-7
Due: Draft of press release

Week 7 (10/12)
Stockard ch. 8
Due: Final press release
Initial discussions of final, individually-assigned assignments

Week 8 (10/19)
Due: Newsletter analysis
Speaker: Judith Green, Public Relations Office

Week 9 (10/26)
Due: Proposal analysis
Speaker: Carol Henn, Lehigh Valley Community Foundation

Week 10 (11/2)
Zinsser handout
Newsletter and Proposal recap

Week 11 (11/9)
Due: Web site analysis
Speaker: Christie Jacobsen, Public Relations Office

Week 12 (11/16)
Handout on oral presentations
Web site recap
Presentation of plans for final, individually-designed assignments

November 23 and 25: Thanksgiving Recess

Week 13 (11/30)
Videotaped 5-7 minute presentations on field service experiences OR final, individually-designed assignments

*Note: Following Week 13, service learning/ field work is completed; class meets on both Wednesday and Friday during Week 14.

Week 14 (12/7, 12/9)
Due 12/7: Final field service portfolios
Discussion of field service experiences with supervisors
12/9: Final, individually-designed assignments presented and discussed; course evaluations