## Ohio Articulation Number (OAN)
### Course Submission Form
#### 2005-2006

**College/University**  
The University of Akron

**Course(s) Submitted**  
<table>
<thead>
<tr>
<th>Title &amp; Course #</th>
<th>Specialized Writing 3300:275</th>
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**Ohio Articulation Number**  
OBU 005

**Date**  
1-11-07

**Name and title of individual submitting on behalf of the college/university**

<table>
<thead>
<tr>
<th>Name</th>
<th>Ms. Anne Jorgensen</th>
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<tbody>
<tr>
<td>Title</td>
<td>Director, Undergraduate Programs</td>
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</table>

**Address**  
College of Business Administration

**E-mail**  
ajorgen@uakron.edu

**Phone**  
330-972-6109

**Fax**  
330-972-6588

**Credit Hours**  
3

**Lecture Hours**  
3

**Laboratory Hours**  
(if applicable)

**Pre-Requisites(s)**  
Course work (if applicable) Completion of 3300:111 (English Composition I) and 112 (English Composition II) or equivalents, or permission of the instructor

**Placement Score (if applicable)**

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<tr>
<th>(Name of test)</th>
<th>(Domain)</th>
<th>(Score)</th>
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**Catalog/Course Description (Includes Course Title and Course #)**

(May be repeated for different topics, with permission) Principles and practice of style, structure and purpose in writing, with special applications to writing demands of a specific career area.
Course Objectives and/or Plan of Work

English 275 is a course in specialized writing for the business world. During the semester, students learn the various methods for planning and writing the following: Business Letters, E-Mails, Memos and Faxes, Routine Inquiries, Routine Responses, Claims, Good News/Bad News, Persuasion and Sales, Business Reports, Job Application Letters/Cover Letters, Resumes, and Oral Presentations.

Description of Assessment and/or Evaluation of Student Learning

**Final grades:**
- Memos, letters, e-mails, report work plan, resume: 50%
- Written business report: 25%
- Oral presentation: 25%

Master Syllabi and Working Syllabi (if both are used)
Instructor: Carolyn Embree
Office: Olin 329
Office Hours: 1:40-2:40 TTH; 11:30 Saturdays
e-mail: cembree@uakron.edu


About the Course: English 275 is a course in specialized writing for the business world. During the semester, students learn the various methods for planning and writing the following: Business Letters, E-Mails, Memos and Faxes, Routine Inquiries, Routine Responses, Claims, Good News/Bad News, Persuasion and Sales, Business Reports, Job Application Letters/Cover Letters, Resumes, and Oral Presentations.

Attendance: All students must attend class and turn in their assignments on the scheduled due dates. It is a student’s responsibility to find out what he/she has missed when absent. After two absences (four), a student’s grade will be lowered one letter. Six or more absences warrant a withdrawal from the course.

Late Assignments: Assignments submitted after the due date may not be accepted. Each situation will be handled individually. Major assignments cannot be e-mailed to me. They must be turned in to me personally or placed in my mailbox upon approval.

Grading: Final grades:
- Memos, letters, e-mails, report work plan, resume: 50%
- Written business report: 25%
- Oral presentation: 25%

All assignments must be prepared on the computer, and students must submit their email assignments through the campus email service.

SYLLABUS

8/29 Introduction to course. Guidelines and syllabus review.

8/31 Discussion of Chapter 1 in *Basic Business Communication* (BBC).

9/5 Discussion of Chapter 2 in BBC. Sample writing assignment, due 9/12.

9/7 Discuss Chapter 3 in BBC. Group exercises in class, pp. 60-61.

9/12 Sample writing due. Discuss Appendix B (pp. 554-571) on letter and memo formats.

9/14 Chapter 4 discussion. Individual or group activities, p. 80-81.


9/28 Continue Chapter 7. Students practice indirect messages from cases on p. 182.


10/5 Begin discussion of Chapter 10. Discuss report problems.

10/10 Bad news due. Continue Chapter 10. Begin discussion of Chapter 13 on graphics. Critical Thinking Exercises at end of chapter discussed in small groups.

10/12 Continue Chapter 13. Begin Chapter 11.

10/17 Complete Chapter 11 and discussion of short reports.

10/19 Discuss Chapter 8 in BBC. Work on sales appeals and persuasive organization. Practice exercises on pp. 196-197.

10/24 Continue Chapter 8. Practice persuasive requests and sales messages in groups.

10/26 Begin to discuss Chapter 15 in BBC on oral presentations, which will be done in class during the last two weeks of semester. Assignment: Persuasive Request, due 11/7.

10/31 Finish Chapter 15. Determine oral report order.


11/7 Persuasive Request due. Continue Chapter 9: resumes.

11/9 Finish Chapter 9: follow-up messages and effective job interviewing.

11/14 Sales Message due. View video on applications, resumes and interviews. Assignment: Job Application message and Resume, due 12/7.

11/16 Groups practice revising application messages.

11/21 View video on job interviewing.

11/23 Thanksgiving: No class.

11/28, 11/30, 12/5, 12/7: Oral presentations.

12/7: Job Application and Resume due.
There is no final exam in this class. The course ends on the last day of classes.
Depending on the pace of the class, this syllabus may change. Students will be pre-advised of all changes.

### Additional Documentation

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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