



**Framingham**  
State University

## **ENGL 286 Professional Writing**

### COURSE INFORMATION

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| Semester       | : May 30, 2022 – July 1, 2022              |
| Credit         | : 4  |
| Teaching Hours | : 50 Hours                                 |
| Location       | : Online                                   |
| Professor Name | : Andrew Gaber                             |
| E-mail         | : agaber@framingham.edu; ajg0007@gmail.com |

This is a completely asynchronous course, meaning there will be no specific meeting times. Course assignments and instructional materials will be delivered via Canvas.

### DESCRIPTION

A career-oriented course introducing students to a wide variety of writing formats used in business, government, and the professions. Assignments may include resumes, employment documents, letters, memos, short proposals, a variety of report formats, public relations and advertising documents, and basic technical writing. This course emphasizes drafting, critiquing, rewriting, and editing, as well as collaborative writing and presentations skills.

### LEARNING OUTCOMES

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By the end of the course, successful students will be able to do the following:

- Adapt their writing to different audience expectations
- Understand how tone can affect reception of different messages depending on the situation
- Understand the relationship between all parts of the rhetorical triangle and how to adapt these to communications in the work place
- Understand the difference between revising and editing
- Be able to choose which kind of writing is most appropriate for different writing expectations at work

### REQUIREMENTS

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Writing Assignments (35%); Additional Regular Assignments (20%); Presentation (15%); Final Portfolio (30%)



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## State University

**WRITING ASSIGNMENTS**—Students will write in the following categories of professional writing and be evaluated on each area of communication: Emails (various types), Relationship Building Communications; Delivering Bad News; Business Plan/Report/Grant (each student will choose one), and Job Application Packet. In connection to the schedule above, students will be expected to either bring drafts to class and/or work on specific categories of writing in class. Each assignment will be evaluated on the specific guidelines for that specific piece of writing.

**ADDITIONAL REGULAR ASSIGNMENTS**— These will be varied assignments that will be focused on strengthening your writing skills and recognizing effective and ineffective writing in the modes under study.

**PRESENTATIONS**—Students will need to give a presentation that includes visuals to support the presentation on a proposal of their own choosing for a company or organization. These presentations should be no shorter than 8 minutes and no longer than 15 minutes.

**FINAL PORTFOLIO**—Students are required to submit a final portfolio that consists of completed revised versions of their resume, cover letter, and four of the six following areas: (7-10 pages)

- Email packet
- Relationship Building exercises
- Bad News writing exercises
- Business Plan/Report/Grant
- Presentation

## TEXTS AND MATERIALS

Appelman, Jack E. 10 Steps to Successful Business Writing. 2nd edition. ATD Press. Alexandria, 2018

Brown, Laura. The Only Business Writing Book You'll Ever Need. Norton. New York, 2019

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## COURSE CONTENT/OUTLINE

Each Week's assignments are due on the Sunday of that week.

Week 1- Course Introduction. Rhetorical writing. Writing emails. Using instant messaging in professional settings. Social media writing.

Week 2- Building relationships through communication. Delivering bad news.

Week 3- Business reports and grant writing.

Week 4- Resumes, cover letters, and elevator speeches.

Week 5- Getting a job and leaving a job. Preparing for an interview.

## COURSE EXPECTATIONS

As this is an asynchronous 4 credit hour course, you should expect to spend a significant amount of time studying course materials and working on course assignments. My policy on late work is that there shouldn't be any. However, please be in touch with me if there any circumstances that prevent you from submitting your assignments on time.

## Technology Requirements

1. email account that is checked daily—after students register for courses, FSU enrolls students in Blackboard using the email address supplied during registration. If this is not the email address checked on a regular basis, students should change the address. Log onto Blackboard, click on the Personal Information button on the left side of the screen, and then click on Edit Personal Information. It is also important that the email account accepts group emails (ones sent to several addresses at once), for when I write to the class, I do so from the group email feature on Blackboard.
2. reliable access—Because this is an online course, students need reliable, daily access to the internet.
3. Chrome or Firefox browser options—most of the video options require one of these browsers to be able to view and record.
4. Microsoft Word—All assignments must be submitted as Microsoft Word attachments.

## ACADEMIC HONESTY POLICY

**Framingham State University's policy regarding academic honesty** (taken from the [undergraduate catalog](#)):



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## State University

“Integrity is essential to academic life. Consequently, students who enroll at Framingham State University agree to maintain high standards of academic honesty and scholarly practice. They shall be responsible for familiarizing themselves with the published policies and procedures regarding academic honesty. In addition to the required statement, faculty members shall, at their discretion, include in the course syllabus additional statements relating the definition of academic honesty to their courses. Infractions of the Policy on Academic Honesty include, but are not limited to: 1. Plagiarism: claiming as one’s own work the published or unpublished literal or paraphrased work of another. It should be recognized that plagiarism is not only academically dishonest but also illegal; 2. Cheating on exams, tests, quizzes, assignments, and papers, including the giving or acceptance of these materials and other sources of information without the permission of the instructor(s); 3. Unauthorized collaboration with other individuals in the preparation of course assignments; 4. Submitting without authorization the same assignment for credit in more than one course; 5. Use of dishonest procedures in computer, laboratory, studio, or field work; 6. Misuse of the University’s technical facilities (computer machinery, laboratories, media equipment, etc.), either maliciously or for personal gain; 7. Falsification of forms used to document the academic record and to conduct the academic business of the University.”

## ACCOMMODATION STATEMENT

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“Framingham State University offers equal opportunities to all qualified students, including those with disabilities and impairments. The University is committed to making reasonable accommodations as are necessary to ensure that its programs and activities do not discriminate, or have the effect of discriminating, on the basis of disability. The [Disability/Access Services Office](#) serves students with learning and psychiatric disabilities as well as students with visual, mobility and hearing impairments. For further information about this, please contact Dr. LaDonna Bridges, Associate Dean of Academic Success and Dean of CASA (Center for Academic Success and Achievement) at 508-626-4906 or [lbridges@framingham.edu](mailto:lbridges@framingham.edu).”

## U.S. COPYRIGHT LAW

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“This course website may contain copyrighted materials that are used in compliance with the U.S. Copyright Law. Under that law, materials may not be saved to your computer, revised, copied, or distributed without permission. They are to be used in support of instructional activity as part of this course only and shall be limited to the duration of the course, unless otherwise specified by the instructor or owner of the material. You may only download or print materials at the direction of your instructor who knows which materials are copyrighted and which are not.”