Specialized Professional Writing – Spring 2011
ENG 3413.001 ~ MWF 1:00-1:50 ~ HSS 3.03.20

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This syllabus is provided for informational purposes regarding the anticipated course content and schedule of this course. It is based upon the most recent information available on the date of its issuance and is as accurate and complete as possible. I reserve the right to make any changes I deem necessary and/or appropriate. I will make my best efforts to communicate any changes in the syllabus in a timely manner. Students are responsible for being aware of these changes.

General:
This class is designed to introduce students to writing for specialized purposes, such as advertising, feature articles, reports, newsletters, speeches, and professional correspondence. This writing focuses on clear, orderly, readable writing with careful consideration of audience, purpose, and situation.

A number of projects will be assigned and each should be done in as professional a style as possible, including on time, neat, carefully proofread, and with attention to detail. Many of these projects will be done in small groups, so participation and group-work is closely monitored and grades will be given accordingly.

Required Materials:
- Strategic Writing, 2nd ed., by Marsh, Guth, and Short
  - ISBN 978-0-205-59162-6 (Amazon price: $51.00 new)
- Handbook w/documentation styles (optional, but recommended)
- CD (for electronic portfolio – we’ll discuss optional formats)

Grading:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Print Advertisement</td>
<td>15%</td>
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<tr>
<td>Magazine Story</td>
<td>15%</td>
</tr>
<tr>
<td>Social Media News Release</td>
<td>10%</td>
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<tr>
<td>Policy and Procedure Document</td>
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<tr>
<td>Formal Oral Presentation (News Broadcast)</td>
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<tr>
<td>Video Public Service Announcement</td>
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<tr>
<td>Chapter Presentation</td>
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<tr>
<td>ePortfolio</td>
<td>5%</td>
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<tr>
<td>Classwork ~ Homework ~ Group Participation ~ Attendance</td>
<td>10%</td>
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Assignments may not fall in this order!

Attendance:
It doesn't matter the reasons, if you miss class more than five times, it's basically impossible to pass.
**Special Accommodations:**

If you have a specific learning disability and require accommodations, please let me know within the first two weeks of school. I will need official documentation.

**ePortfolios:**

At the end of the semester, you will turn in an electronic portfolio (on CD/online/flash drive/other) consisting of the following:

- An introduction page, including a short bio (interests, goals, etc.). Include a paragraph of self-analysis on your work this semester in this class.
- Copies of all projects from this class.
- Any samples of work you’d like to share from outside this course — any type of work that shows your skills and/or talents – something you’re proud of.

This is your opportunity to give one final impression of your work. Show me what you’re proud of. *Note: Confidentiality is of utmost importance to me. I will not show your portfolio to future classes unless I have written permission from you attached in your ePortfolio. This is completely your decision and will not affect your grade in ANY WAY.*

**Academic Dishonesty:**

It is expected that the work handed in by each student will be his or her own. Scholastic dishonesty, including plagiarism and cheating during tests, will result in penalties ranging from a "0" on the assignment to an "F" in the course. In some cases, academic dishonesty may result in expulsion from the University. Plagiarism involves using someone else's words, ideas, or pattern or organization without properly acknowledging the source. Consult your textbooks, or visit with me, for a more detailed explanation of what constitutes plagiarism and how to correctly use and document sources.

Basically, the writing you do in all courses must be your own. Sometimes, plagiarism is committed because of a misunderstanding as to what it actually is. Plagiarism is defined as:

- Failure to acknowledge the sources of information, which is neither common nor personal knowledge.
- Failure to place another's direct words in quotation marks or to indent in the case of longer quotations. If a passage is copied in the exact words of the original text, it must be placed in quotation marks in addition to citation of the source.
- Failure to document a source that has been paraphrased.
- Collusion - collaboration with another person to prepare work presented for credit. Collusion includes allowing someone else to write or to edit your papers.

**Class Rules:**

- Please take care of cell phone conversations before coming to class, then turn off the ringer during class and put the phone away. I'll do the same. Thanks!
- Respect yourself as a college student. This means you should strive to have all assignments done by their deadlines and following their requirements, as well as contribute to your team. At the end of the semester, everyone will be provided with a Group Evaluation form. A lack of group participation during the semester will result in a deduction in an individual’s final grade.
- Be responsible by showing up for class on time and coming prepared.