

# ENG 314 – PROFESSIONAL WRITING

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**Course Dates:** March 14 – April 30, 2022

**Course Times:** ONLINE (office hours by appointment only)

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## Course Description

This course will prepare you for writing in the workplace, where writing often varies greatly from those in a collegiate environment and where your audience may contain both internal and external individuals. You will learn how to communicate effectively in a professional manner, and improve written and oral communication.

## Course Objectives

1. Recognize basic standards of professional style and tone
2. Tailor writing styles and content to particular reading audiences
3. Conceptualize the relationship between documents and their audience(s)
4. Master grammatically and stylistically correct professional writing
5. Understand how to develop professional documentation include formal emails, letters, resumes, and memos.

## Textbook Information

MacRae, Paul. (2015). Business and Professional Writing: A Basic Guide. Ontario, Canada: Broadview Press.

ISBN 978-1-55481-220-2.

You are expected to have the textbook in-hand by the start of the course. There will be additional readings through Moodle.

## Email/Communication Policy

All emails to the instructor should be written in a professional manner. In order to expedite my response to your email, be sure to include a relevant, descriptive subject and sign your email with your full name and course code (ENG 314). Failure to do so may delay my response to you. All emails will be responded to within 48 hours unless otherwise noted.

## Online Course

All online courses in the School of Professional Studies are fully online and require the use of Moodle. Weekly readings, activities, and assignments will be listed in Moodle. You should expect to spend on average 10-15 hours per week on an individual 3-credit course. This includes all the readings, posts and assignments as well as being actively engaged in the discussions on the message boards. You should expect to log into the course daily, or at least 4-5 times per week. If you have any problems accessing Moodle please contact Dr. Lori McClaren, Director of Online Learning at 919-508-2367.

## Late Assignments

Late assignments **will not** be accepted. Students with serious, mitigating circumstances that prevent them from completing assignments on time should contact the instructor as soon as possible - **prior to the assignment deadline**. Students who find themselves in this situation should be prepared to provide documentation/verification of the circumstances that prevent them from submitting work on time. In these cases a contract will be established outlining the conditions for an extension.

## **Proctoring Policy**

All online courses at William Peace University require one (1) proctored exam or activity during the final week of the course. Please see Moodle for proctoring options.

## **Academic Integrity**

William Peace University seeks to develop both the intellect and character of its students. All members of the University are expected to promote a culture of academic integrity, and all students are expected to inform themselves of the University's policies and procedures related to the Honor Code.

All forms of academic misconduct are violations of the University's Honor Code. These include, but are not limited to:

- Cheating: Using or attempting to use unauthorized materials, information, or study aids in academic work or in working with others on academic requirements (tests, assignments, etc.)
- Plagiarism: Representing the words or ideas of another as one's own in any academic work, whether intentional or not
- Falsification: Falsifying or inventing any information or citation in academic work
- Facilitating academic dishonesty: Helping or attempting to help another student to commit an act of academic dishonesty
- Lying: Misrepresenting information that is relevant to the classroom or academic performance

If a faculty member suspects academic misconduct has taken place, s/he will complete an Honor Code Violation Report and meet with the student to discuss. A student may accept or decline to accept responsibility. If a student accepts responsibility, s/he will be subject to the penalty determined by the faculty member. If a student declines to admit responsibility, the case will be turned over the Honor Board for adjudication. A complete summary of the Honor Code and Honor Board policy can be found in the *2017-2018 Academic Catalog*.

## **Tutorial Services**

Peer Tutoring is available for all WPU students free of charge. Support is offered in many subjects, including anthropology, biology, business, chemistry, criminal justice, history, math, political science, psychology, simulation and game design, and writing. Free workshops on study skills and documentation styles like MLA and APA are also offered each semester. Tutorial Services also has many resources on studying, citation, grammar, and other academic topics. Students can sign up for individual appointments using WPUConnect or in person at the Center for Student Success, located in the 2nd floor of Finch Library. For more information, contact Dr. Deanna Rogers, Director of Academic Support, at [drogers@peace.edu](mailto:drogers@peace.edu) or 919-508-2080.

## **Disability or Learning Services**

Disability Services are available to all WPU students who require reasonable accommodations due to any cognitive, physical, or psychological disability, in order to provide equal access to the educational environment. Students will need to be certified with the Disability Services Office and provide appropriate documentation to receive an Academic Accommodation Plan. For more information or to become certified, please contact a counselor in the Disability Services Office, which is located on the 1st Floor of Joyner House. You may also reach Disability Services by sending an email to [Disability@peace.edu](mailto:Disability@peace.edu).

## Class Participation

Since this is a fully online course, I expect students to be diligent in checking the course website. You are expected to login to the course at least three times per week – to check your assignments for the week, to post to that week's discussion forum, and then again to complete your response posts (as applicable and needed). I also expect students to check their **Peace** email daily as I may need to send out a course update or notification.

As per the School of Professional Studies explanation of online course participation, you should expect to devote **10-15 hours** each week to this course.

## Incompletes

An Incomplete is appropriate for a student that has been making steady, successful progress in a course and has an unexpected, verifiable mitigating circumstance at the end of the semester which precludes them from completing the last assignment or exam. Poor time management is not an appropriate reason to request an Incomplete. All incomplete grade requests must be approved first by the Instructor, and then by the Director of Online Programs. If the Incomplete is approved the student will have up to six additional weeks to complete the work, as determined by the Instructor. If the student does not complete the final work, the Instructor will assign the appropriate letter grade for work completed or the grade will revert to an "F."

## Assignments and Grading

All papers must:

Have 1" top, bottom, left, and right margins

Be writing in size 12 pt Times New Roman or Arial font

Contain proper APA citations for all quoted, referenced, and paraphrased material

Be saved in a ".doc", ".docx", or ".pdf" format

**\*Papers not following these guidelines may not be accepted, may be considered late, or may have points deducted.\***

You will have points deducted if you do not use proper APA citations on all applicable material, including images.

Remember, *proper citations include both parenthetical citations as well as those contained within a References or Works Cited section at the end of your document.* Visit <http://owl.english.purdue.edu/owl/resource/560/01/> for a refresher on the APA format requirements

Grade scale for all graded materials:

A: 100-90

B: 89-80

C: 79-70

D: 69-60

F: 59-0

**Percentage of Total Grade:**

<b>Attendance</b>	<b>10%</b>
<b>Forum Participation</b>	<b>16% (total for this section)</b>
Week 1	3
Week 2	3
Week 3	3
Week 5	3
<b>Assignments</b>	<b>84% (total for this section)</b>
Professional Emails (set of 2)	10
Resume	10
Cover Letter	10
Persuasive Letter	10
Group Project Plan	10
Group Project and Presentation	20
Mid-term Exam	6
Final Exam	12
	<b>Total 100%</b>

## Weekly Activities/Assignments

**\*\*\*Detailed Assignments List begins on page 8 of this syllabus\*\*\***

<b>Week 1 – Begins March 14, 2022</b>	
<b>Topics</b>	<b>3/14 – 3/20</b>
<ul style="list-style-type: none"> <li>The Basics of Strong Writing</li> <li>Good Professional Communication</li> <li>Emails, Memo, and Letters</li> </ul>	
<b>Reading</b>	
<ul style="list-style-type: none"> <li>Chapters 1-2, 7-8</li> <li>Wong Article (in Moodle)</li> </ul>	
<b>Assignments</b>	
1) Forum Posts: a) Introduction Forum and b) Correspondence Forum  2) Assignment #1: Professional Email Assignment  3) Join a Group: Group sign-up is located on the Moodle site under 'Group Resources'  4) Extra Credit Syllabus Quiz	

<b>Week 2 – March 21, 2022</b>	
<b>Topics</b>	<b>3/21-3/27</b>
<ul style="list-style-type: none"> <li>• Formatting for Correspondence</li> <li>• Employment Communication: Resumes and Cover Letters</li> </ul>	
<b>Reading</b>	
<ul style="list-style-type: none"> <li>• Chapters 6, 10-11</li> <li>• List of Action Verbs (in Moodle)</li> <li>• Resume Writing Workshop (in Moodle)</li> <li>• WPU Resume Handbook (in Moodle)</li> <li>• WPU Cover Letter Handbook (in Moodle)</li> </ul>	
<b>Assignments</b>	
<p>1) Forum Posts: Resume Forum</p> <p>2) Assignment #2: Begin working on Resume and Cover Letter Assignment.</p> <p>3) Reach out to Resume Coach to <b>review first draft of your resume by April 1</b> (You'll receive an email with an introduction to a coach and more instructions). If you do not meet with your Resume Coach, you will lose 1 point (out of 10) on your final Resume Assignment grade.</p>	

<b>Week 3 – March 28, 2022</b>	
<b>Topics</b>	<b>3/28 – 4/3</b>
<ul style="list-style-type: none"> <li>• Document Design</li> <li>• Persuasive Letters</li> <li>• Informal Reports</li> <li>• APA Format</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Moodle classroom classroom)</i>	
<ul style="list-style-type: none"> <li>• Chapters 5, 9, 17</li> <li>• APA Documentation (in Moodle)</li> <li>• Dragga Article (in Moodle)</li> </ul>	
<b>Assignments</b>	
<p>1) Forum Posts: Document Design Forum</p> <p>2) Assignment #3: Persuasive Letter</p>	

<b>Week 4 – April 4, 2022</b>	
<b>Topics</b>	<b>4/4 – 4/10</b>
<ul style="list-style-type: none"> <li>• Grammar Overview</li> <li>• Copy-Editing</li> <li>• MID-TERM EXAM</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Reading</b></li> </ul>	
<ul style="list-style-type: none"> <li>• Chapters 3-4</li> <li>• CRAAP Test Handout (in Moodle)</li> </ul>	
<b>Assignments</b>	
1) Mid-term Exam  2) Assignment #4: Group Project Plan (template available in the assignment in Moodle)	

<b>Week 5 – April 11, 2022</b>	
<b>Topics</b>	<b>4/11 – 4/17</b>
<ul style="list-style-type: none"> <li>• Oral Presentations</li> <li>• Group Presentations</li> <li>• Formal Reports</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Moodle classroom classroom)</i>	
<ul style="list-style-type: none"> <li>• Chapter 15-16, 18 AND whichever chapter applies to your final project choice, if applicable (brochure, web site, news release)</li> <li>• Presentations by Bill Gates and Steve Jobs (in Forum assignment)</li> </ul>	
<b>Assignments</b>	
1) Forum Posts: Presentations Forum  2) Final Resume and Cover Letter Due  3) Work in your groups!	

<b>Week 6 – April 18, 2022</b>	
<b>Topics</b>	<b>4/18 – 4/24</b>
<ul style="list-style-type: none"> <li>Group Work</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Moodle classroom classroom)</i>	
<ul style="list-style-type: none"> <li>No readings this week.</li> </ul>	
<b>Assignments</b>	
1) Nothing Due – Work in your groups!	

	<b>4/25 – 4/30</b>
<b>Week 7 – April 25, 2022 (ends on Saturday!)</b>	
<b>Topics</b>	
<ul style="list-style-type: none"> <li>Final Exam (Proctored)</li> <li>Course Evaluations</li> <li>Wrap-up</li> </ul>	
<b>Assignments</b>	
1) Assignment #5: Group Project  2) Final Exam  3) Group member evaluation	

## **DETAILED ASSIGNMENT LIST**

### **Forum Posts**

All forum topic posts are due by Friday at 11:59pm. All forum response posts are due by Sunday at 11:59pm.

### **Assignment #1: Professional Email Assignment** - Due: Sunday, March 20 by 11:59pm

*To test your knowledge of audience and writing to different audiences about the same topic, you will produce two half- to one-page long emails, single-spaced.*

#### **Purpose**

This assignment gives you practice writing to separate audiences by using a workplace scenario.

#### **The Audience**

Although the instructor is the actual reader, your primary, secondary, and gatekeeper audiences are defined by the scenario and should be made clear in your assignment. In other words, don't address either email to me!

For this assignment, you are writing two emails: one to your boss and one to a client or patient, depending on your major (see scenarios below). Think about what to include and what to leave out in each message. What questions would you ask yourself about each audience? What terms can you use for each audience? What does each audience already know? What do they want to know or want to hear?

#### **The Scenario**

This morning, you discovered that your coworker, John, has made another MAJOR error which has resulted in a significant problem for your company. Here are a couple examples you can choose from:

- A delay in a project. Due to John's actions, the deliverable your company had due to a client will be delayed by one week. (Recommended for Business and Liberal Studies majors.)
- A billing issue. Due to John's actions, the customer, who thought their account was paid in full, will be getting a bill because they actually owe the practice more. (This can be a medical billing issue, a customer billing issue, etc.; Recommended for Business and Psychology majors.)
- Another issue that is relevant to your field.

John has been reprimanded before—both in informal face-to-face meetings and formally in the annual performance review cycle. You have confronted John about the most recent error. The two of you have figured out the problem and have developed a plan for moving forward. As team lead, you need to email your boss and let him know about John's actions, the problem, and the solution. You also need to email your client/customer/patient about the problem and solution.

#### **Logistics**

Although you will be writing two separate emails for this assignment, please submit them in a *single* Word document for grading. Write two emails, one directed to your client and one directed towards your supervisor.

At the start of each email, include the following header information:

**To:** Individual's name

**From:** Your name

**Subject:** Your Subject, which should be descriptive and different for each of your audiences



Begin Email Here

Again, as you write the two emails, think back to your readings on audience. The two emails *should* be different, as you have two different audiences with different needs. Is it acceptable to share details of John's mistake with the client? With your boss? What sorts of details should you include about the delay in an email to your client? What about your boss?

### Document Design

Remember, headings, lists, and white space are all helpful in an email!

### Why do we do this?

The reason we use this assignment is to improve your email writing skills and your audience analysis and adaptation skills. Focusing on the different needs of your readers will serve you well in your current and future workplaces. In addition, delivering negative news is difficult. Practicing in a low-stakes environment allows an opportunity to improve skills in this difficult task.

### Grading Checklist

*Go through this checklist for each email prior to submitting your assignment.*

- Did you use a proper subject line as described above?
- Do you have an appropriate salutation?
- Do you state the problem clearly?
- Do you include appropriate information for your audience?
- Are you clear and concise?
- Do you offer solutions?
- Do you use document design (the to, from, and subject lines above, headings, white space, lists where appropriate, etc.)?
- Does your email end appropriately for your audience?
- Do you end with a closing and your name?
- Do your emails lack typographical, spelling, punctuation and grammatical errors?

## Assignment #2: Resume and Cover Letter - Due:

Draft for Resume Coach: Sunday, April 3, 2022 by 11:59pm

Final Resume Due: Sunday, April 17, 2022 by 11:59pm

*Perhaps the most well-known form of professional writing, the resume and cover letter creates an image of you in the mind of the recipient - as such, every aspect of it, from document design to word choice, should be examined carefully.*

### Purpose

The purpose of this assignment is to give you practice looking for a position, researching the company, analyzing the audience, implementing concepts of good design, planning your resume and letter, and finally, writing your resume and letter.

### Audience

Each student will have a different audience. You will select a real job ad and adapt your resume and letter to that specific audience.

### The Scenario

1. Locate a job advertisement with a company that you are interested in. It can be a company you're already employed in or a different one.

2. Create a resume and cover letter that answers that job advertisement. Remember, though your resume may be generic to a specific industry, your cover letter should be customized each and every time you write one to the company that is advertising! There is no such thing as a generic cover letter (and you will get points off if you write one!!)
3. Submit a link to the job ad, your resume, and your cover letter together in a *single* document. If you are using creative formatting, this is the one assignment this semester where you MAY submit a PDF document in lieu of Word.

### **Logistics**

Your resume does not need to be restricted to a single page if your experience warrants it, however it *should not be longer than two pages*. Document design COUNTS when it comes to your resume. You can be creative, but keep it professional. Resumes that look too standard can easily be glossed over. Similarly, resumes that use lots of colors, outrageous fonts, and include pictures or graphics are also generally disregarded as being too creative (unless you're applying for a job as an artist!). As such, anyone who uses a standard Microsoft Word template will have points deducted when it comes to document design scores. You didn't design the document, Microsoft did, so I can't give you points for work you didn't do!

Look to your readings, the examples, and the checklist below to create a resume and cover letter that are visually appealing and well-organized.

### **Resume**

Following the guidelines in the WPU Resume Handout (in Moodle), use Optimal Resume to create your resume. If you already have a resume, you may cut and paste your content into the Optimal Resume program, or you may choose to update your existing document instead of using Optimal Resume. If you decide not to use Optimal Resume, you are still responsible for following the basic resume format in the Resume Workshop and Handbook.

### **Cover Letter**

Don't repeat yourself in your cover letter. In other words, don't simply restate or summarize what's in your resume. Instead, mention how what's in your resume makes you a good fit for the job/company you're inquiring about. This is how you tie an industry-specific resume to a customized, job-specific cover letter. So, for example, don't simply say that your experience as a camp counselor every summer in high school makes you a perfect fit for the position. Mention how the leadership skills you gained as being a camp counselor will enable you to overcome many obstacles in the position you're applying for. Sell yourself! Remember to format your Cover Letter like a letter! Research the recipient's name and mailing address!

Here's a good outline for your cover letter:

**First Paragraph:** What is the position you are applying for? Where did you find it posted? Briefly (1-2 sentences) why are you a great candidate.

**Middle Paragraph(s):** This is where you are going into my detail on why you are qualified for the job. Connect your past experiences (from your resume) to the skills and duties listed in the job description. Using concrete, specific examples, you will talk about how you are qualified for the job, why you are interested in the job, what you will bring to the job/company and why they want to hire you. This will be your longest paragraph.

**Final Paragraph:** This is your closing. Thank the committee/hiring manager for taking the time to review your application, reiterate your interest in the position, and let them know you look forward to speaking further about the position and your qualification.

- Ask for job does not mean "can I have this job?" It means include some statement about how much you would like the position.

- Invite interview does not mean “I’ll be there Thursday at 2 for an interview, hope you’re available”. It means instead stating that you’d love the opportunity to meet the individual and interview with them if available. Don’t be too pushy!

### **Why do we do this?**

Resumes and cover letters are the two documents you will continue to create and update during your entire career. Although many companies use automated systems to collect data about your work experiences, resumes and cover letters are still used. You will also need hard copy resumes for job fairs and when you arrive for a face-to-face interview.

### **Grading:**

For this assignment, grading will be based upon:

- The relevance of the information in the resume
- The inclusion of all required sections in your resume
- Your ability to provide vivid, concrete detail concisely in your resume
- The clarity and persuasiveness of the cover letter
- Understanding of the specific company you’re applying with and how you fit in their organization, as reflected in your cover letter
- Your understanding of document design as evidence by the design and layout of both resume and cover letter
- Overall quality of the writing and editing
- Lack typographical, spelling, punctuation and grammatical errors

***Once you’ve completed your draft, you will meet (virtually) with a Resume Coach who will provide in depth feedback and critique. Use this feedback to complete the final draft, which you’ll upload to the moodle classroom. Please submit each document individually, as indicated in the moodle classroom.***

## **Assignment #3: Persuasive Letter Assignment** - Due: Sunday, April 3, 2022 by 11:59pm

*Persuasive writing is perhaps one of the most challenging forms of professional writing. Convincing someone to act or to acknowledge something is difficult to begin with, much less throwing in there all of the conventions that professional writing dictate. This assignment, then, is to test your ability to write a convincing argument. Follow the AIDA method to write a persuasive letter, as outlined in Chapter 9 of your textbook.*

### **Purpose**

The purpose of this assignment is to prepare a persuasive proposal letter that addresses a real problem.

### **Audience**

You can pick the topic and associated audience of this assignment, but I encourage you to choose a scenario that is relevant to your desired career path. There are some suggestions on page 188 of your textbook, or you could choose one of the following:

- Changing a policy, for example the parking policy (or something similar) with your Homeowner’s Association or the work attire policy at your company.
- Funding for staff to attend a particular training (software, industry-specific, etc.; this could work for any major!)
- Adding a telework option at your company (also could work for any major!)
- A solution to a problem that someone at your company has already mentioned, for example, you might propose a new software package for managing patient appointments in your office if you’re a Psychology major or a new call lead generation program if you’re a Business major.

Just like with the email assignment, the reader for this assignment will be your teacher but your audience will be different. That means that you can use terminology and refer to information that your audience would know that I might

not. If you believe that I need some background information prior to reading your proposal, please email me that information or include it as comments with your submission in Moodle.

Think carefully about your audience. What are their motivations, expectations, preparedness, and receptiveness? What do you need to include? What should you leave out?

### **The Scenario**

*Pick-your-own-topic (internal/external, solicited/unsolicited proposal)*

Write a (12pt, 1" margin, single spaced) letter that explains your plan for solving a real organizational problem. In the past, students have written about the need for staff training, new equipment, new software, new procedures, changes in customer service, new space, the need for a telework option, or more money for a specific project. Do not feel limited by this list! Write about something that you feel is important and relevant to your experience and desired career path. This must be a real problem and you must propose a real solution. Since you only have 1-2 pages, avoid topics like solving the budget crisis or fixing health care. Pick something manageable!

### **Logistics**

Your persuasive letter must meet the following minimum requirements:

- 1-2 pages in length, single spaced
- Formatted like a letter (see page 140 for sample)
- Audience must be clearly defined (so you do need a recipient name and address)
- Must follow the AIDA approach

Your Proposal should answer the following questions, depending on your chosen topic:

- What problem are you going to solve?
- How are you going to solve it?
- What exactly will you provide (if applicable)?
- Can you or your company actually deliver or implement what you are proposing?
- When would you like your proposal implemented? What is the timeline, in other words?
- What are the financial implications of your proposal (if applicable)?

### **Why do we do this?**

Proposals are a common workplace document and a persuasive letter is a form of a proposal. Although persuasive writing may take different forms or require different information, knowing how to persuade your reader is a skill you can take to any workplace.

### **Grading Checklist**

- Do you have a return address on your letter?
- Do you have a recipient address and date on your letter?
- Do you start your letter with a salutation?
- Do you end your letter with a valediction?
- Do you have a clearly defined audience?
- Do you address that audience's needs, expectations, and skill level in your letter?
- Do you persuade the reader with enough information?
- Do you demonstrate obvious awareness of the intended audience?
- Do you use clear and concise writing that describes the method that will solve the problem?
- Does your letter lack typographical, spelling, punctuation and grammatical errors?

### **HINTS**

Think carefully about scheduling and cost. Is there a financial and time impact on the company if your proposal is implemented? Make sure your audience gets all the information that they need. Be sure your problem is not vague or unmanageable. Focus on your topic and your solution or request. Be specific and always consider your audience.

## Assignment #4: Group Project Plan - Due: Sunday, April 10, 2022 by 11:59pm

*One of the objectives of this course is that you will learn to write in a group setting. Since this is an online course and many of you work full time, it will obviously be difficult for you as a group to meet to discuss or plan out your project. This assignment will help your group develop your plan and approach for the group project that will be due in the last week of class.*

**\* Only one member of each group should submit the group plan. \***

### Purpose

The purpose of this assignment is to help you plan your Group Project. Using a project plan helps keep all members on task, focuses the group on the project, and encourages discussion and planning early in the semester to avoid late-night, frantic writing!

### Audience

The instructor is your primary audience. Think of me as the supervisor and think of the Project Plan as a conversation about what your group will produce.

### The Scenario

Read ahead to the Group Project description. As a group, decide on what you want to do for your group project. Then, fill out the Group Project Plan handout to establish a plan and framework for completing your group project.

### Logistics

1. Read the Group Project description.
2. As a group, decide on what you want to do for your Group Project.
3. Download and fill out *as a group* the Group Project Plan.
4. Only one person from the group should submit the handout by the deadline.

### Why do we do this?

Project plans happen all the time in the workplace. It also helps to use a plan in our academic environment to share expectations with the entire group. When everyone knows the plan, members are more likely to follow through.

### Grading Checklist

- Did you include all the required information?
- Does your Project Plan show an understanding of audience?
- Is your Project Plan free of typographical and grammatical errors?
- Are all members of the group contributing to the project?

## Assignment # 5: Group Project - Due: Saturday, April 30 by 11:59pm

*Professional writing rarely happens individually. Often times, companies assign a group to develop their written materials. As such, in this class you will be placed into small teams to plan, propose, and address a need through a document that incorporates data and research, and present your research and project to a virtual audience. This process replicates what you will encounter on the job and incorporates suggestions and feedback of industry professionals who see this process unfold regularly in industry and the corporate world.*

## Purpose

The purpose of this assignment is to create a shared document that meets a real need for a real audience. In addition to the actual project, each group will virtually present their final project.

## Audience

Each group will have a different audience. You will identify this audience through your Group Project plan. Your audience should **not** be me! It will be whoever is appropriate given your project. For example, if you're developing a brochure about a new program your office is offering to under-served and under-privileged kids in the neighborhood, your audience could include such individuals as social workers, school resource officers, principals, school administrators, etc. I would not be included in that list.

## Document Design

Each group will select an appropriate design for their specific project. Some examples of appropriate projects include: brochures, pamphlets, articles, papers, instructions, quick start guides, newsletter, handouts, websites, videos, podcasts.

## The Scenario

There is a lot of flexibility built into this assignment so that your group can choose to produce a document that is applicable to your field(s) of study, interest(s), and/or career path(s). Create a project that meets a real need that shows a mastery of the concepts discussed this semester including:

- Audience
- Purpose
- Persuasion
- Document Design
- AIDA method
- Concise Writing

The type of document you choose must be a document that addresses a problem of knowledge or problem of action (see the course notes from Week 1 if neither of these ring a bell!).

Present the final project to your audience online (in other words, pretend your instructor is your audience you described in your project plan and present your deliverable). ***You will need to create a PowerPoint presentation and record audio for it that presents your deliverable.*** Did you create a brochure? Create a presentation walking your audience through that brochure. Create a report? Your presentation should provide an overview of the information that you gathered that went into that report. Create a news brief? The presentation should be a mini-press conference for that news brief. The entire presentation should be no longer than five minutes.

## Why do we do this?

Creating a shared document can be challenging. Developing and improving your collaboration skills in the classroom will help you in your current and future workplaces.

## Grading Checklist

### Project

- Does your Project show an understanding of audience?
- Did you include appropriate information for your audience?
- Is your Project well designed and organized?
- Do you show an understanding of document design discussed this semester?
- Is your Project free of typographical and grammatical errors?
- Are all members of the group contributing to the project?

**Presentation**

- Are your slides/visuals appropriate?
- Do you follow the guidelines for good slide design?
- Do you have a clear introduction/context?
- Is your presentation professional and polished?