



## Hankuk University of Foreign Studies

### 2024 Summer Session

### ENG 225 Foundations of Professional Writing

#### Course Outline

**Course Code:** ENG 225

**Instructor:** Joseph Bowling

**Home Institution:** University of Wisconsin

**Email:** jdbowling@wisc.edu

**Credit:** 4

**Class Hours:**

This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

#### **OFFICIAL COURSE DESCRIPTION:**

This paragraph must be taken directly from the university catalog description of the course. In addition to this paragraph you may choose to provide more information in the copy you distribute to students.]

#### **COURSE GOALS AND LEARNING OBJECTIVES:**

- To learn the genres, conventions, and expectations of business writing.
- To improve writing organization, clarity, style
- To learn how to conduct research and how to analyze, synthesize, and incorporate that research into writing
- To demonstrate thorough knowledge of standard English grammar and mechanics
- To develop the collaborative skills necessary for effective workplace communication
- To learn how to produce and integrate visual communication in professional writing



**INSTRUCTOR’S ATTENDANCE POLICY:**

Attendance is mandatory. You are allowed one unexcused absence. Any additional absences will result in your attendance and participation grade dropping by a full letter grade.

**TEXTS:**

The Only Business Writing Book You'll Ever Need (First Edition). Laura Brown. W. W. Norton. 2019.

Style: Lessons in Clarity and Grace (12th Edition). Joseph Williams and Joseph Bizup. Pearsons. 2016.

**ASSESSMENTS/COURSE REQUIREMENTS:**

Attendance and participation 10%

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- We will spend our time in class completing collaborative workshops, informal writing exercises, and discussion. Your presence and active participation are therefore necessary.

Workplace communication portfolio 20%

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- You will complete a series of short writing assignments designed to teach you the various genres of communicating with professional audiences through emails and social media.

Employment materials portfolio 30%

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- You will write the various documents necessary for a successful application package, including a resume and/or cv and a cover letter.

Proposal and report portfolio 40%

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- Working in groups, you will write a proposal for a researched report on an industry trend, problem, or forecast. You will practice writing memos while working on this project and will deliver an in-class presentation upon its completion.

**FINAL PROJECT/EXAM DESCRIPTION:**

Working in groups, you will write a proposal for a researched report on an industry trend, problem, or forecast. You will practice writing memos while working on this project and will deliver an in-class presentation upon its completion.



## COURSE OUTLINE:

### **Week 1**

During our first week, we will review standard English grammar, mechanics, conventions, and style. We will also begin to study what revision is and how to do it. To implement what we cover, we will practice writing professional self-promotional materials.

Day 1: Introductions and crafting a professional biography.

Day 2: Review of grammar, mechanics, and punctuation. READ: Brown, pages 205-228.

Day 3: What is style? READ: Williams and Bizup, pages 1-45.

Day 4: How to revise for style? READ: READ: Williams and Bizup, pages 46-96.

### **Week 2**

This week, we will focus on how to revise effectively, the most important skill a good writer possesses. You will practice this skill by revising the materials developed during week 1. We will also begin studying workplace communication.

Day 1: Revising for form. READ: Williams and Bizup, pages 97-124.

Day 2: Revising for concision. READ: Williams and Bizup, pages 126-167.

Day 3: Emails and memos. READ: Brown, pages 11-39, 106-118.

Day 4: Emails and memos, continued. READ: Brown, pages 40-67, 131-142.

*Each group must meet with me at some point during this week to discuss possible final project topics.*

### **Week 3**

This week, we will continue to apply what we've learned in the first two and continue to practice common workplace writing genres. We will also begin to practice writing the conventional documents necessary to apply for jobs

Day 1: Social media. Brown, pages 68-85, 118-119, 143-154.

Day 2: In-class workshop.

Day 3: The resume and CV. READ: Brown, pages 166-168; handout on resumes and CVs; sample resumes and CVs.



Day 4: The cover letter. READ: Brown, pages 169-170; handout on cover letters; sample cover letters.

DUE by end of day: Workplace communication portfolio

#### Week 4

This week, we turn to the research proposal and researched report.

Day 1: Proposals. READ: Brown, pages 128-130; handout on beginning research; sample proposals.

Day 2: In-class research and proposal workshop. DUE by end of day: informal proposal.

Day 3: Reports. READ: handout on the business report; sample reports.

Day 4: Visualizing research, creating presentations. READ: Brown, 120-127; handout on presentations.

DUE by end of day: employment materials portfolio.

Over our final week, we will hold in-class workshops to allow you to work collaboratively, with my assistance, to write and revise your report. Each group will deliver a presentation.

Presentations, professional critique, discussion. READ: handout on providing feedback.

Presentations, professional critique, discussion. DUE by end of day: proposal and report portfolio.

#### Grading System (1 ~ 100)

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : Fail