

# GEB5212: PROFESSIONAL WRITING

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Section 0812: Module Three – Spring 2019

**Instructor:** Dr. Sean Trainor

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**Office:** Bryan Hall 233G | **Office Hours:** by Appointment

**Class Meetings:** Monday, Period 5-6 (11:45am-1:40pm) | Stuzin 103

GEB 5212 is a professional writing course. In this course, you will learn the characteristics of effective writing and practice them in real-world business scenarios. By the course's end, you should be able to:

- Analyze your audience and target their needs;
- Write clear, concise, coherent documents, and;
- Construct informative, bad news, and persuasive messages.

## TEXTBOOK

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*The Business Writer's Companion, 8th Edition*, by Gerard Alred, Charles Brusaw, and Walter Oliu, is **recommended but not required**.

## OFFICE HOURS

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To schedule an office hours appointment, please use the Outlook scheduling assistant to view my availability (at [sean.trainor@ufl.edu](mailto:sean.trainor@ufl.edu), not [sean.trainor@warrington.ufl.edu](mailto:sean.trainor@warrington.ufl.edu)). Once you've found a time when we are both available, send me a planner for a 30-minute meeting. Your planner subject should be formatted as follows: "[STUDENT NAME]-Sean Trainor Meeting." Please schedule your appointment at least 24 hours in advance and email me a draft of the assignment you want to discuss before you arrive in my office.

## ASSIGNMENTS

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To practice your writing skills, you will complete assignments in-class and on your own.

## QUIZZES

You will take six quizzes over the course of this module. Two quizzes, each worthy fifty points, will assess your mastery of reader focus, business diction, grammar fundamentals, and the "4Cs" of style: clarity, concision, continuity, and cohesion. Additionally, four ten-point quizzes will assess your understanding of how to structure informative, bad news, and persuasive messages.

You can prepare for these quizzes by listening to my audio lectures and other required materials on the Canvas course management system. You must complete each week's quiz (or quizzes) on Canvas before you arrive in class for the week's meeting.

## IN-CLASS ACTIVITIES

You will spend most of each class session writing sample messages designed to help you master style and structure principles. Your attendance and participation in these class sessions will

determine your grade for seven In-Class Writing Exercises, each of which will be worth ten points. **Per UF policy, I will only excuse absences for religious observance, university-sponsored events, job interviews, or health emergencies.**

In addition to the in-class writing exercises, you will also complete three feedback analyses, each worth ten points. These assignments give you an opportunity to analyze your performance on recent assignments, identify your greatest challenges as a writer, and recoup some lost points by revising and resubmitting your graded work

## WRITTEN ASSIGNMENTS

You will have four major written assignments over the course of the module: an informative message, a bad news message, a persuasive message, and a final exam. You must write these assignments on your own and submit them to Canvas by the assigned due date.

You will also be responsible for peer reviewing two of your classmates' rough drafts for your first three written assignments.

Please review the following policies for written work. Students:

- Will receive a 0 (with no option to resubmit) if they plagiarize or collaborate on an assignment;
- Will lose ten percentage points per day for any assignment they submit after its due date;
- Will lose fifty percentage points for any rough draft they submit after its due date.

## GRADING POLICIES

The point values for your assigned work are charted below.

COURSE ITEM	POINTS
<b>Quizzes</b>	
Style Quizzes (2 at 50 points each)	100
Structure Quizzes (4 at 10 points each)	40
<b>In-Class Activities</b>	
In-Class Writing Exercises (7 at 10 points each)	70
Feedback Analyses (3 at 10 points each)	30
<b>Written Assignments</b>	
Assignment 1: Informative Message	50
Assignment 2: Bad News Message	50
Assignment 3: Persuasive Message	100
Final Exam	100
Peer Reviews (3 at 20 points each)	60
<b>Total Points Possible</b>	<b>600</b>

Grade	A	A-	B+	B	B-	C+	C	C-	D
Grade Pts.	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.0
Percentage	100-93	<93-90	<90-87	<87-83	<83-80	<80-77	<77-73	<73-70	<70-67

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### **ASSURANCE OF LEARNING**

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Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to GEB 5212.

#### *GOAL 1: Program graduates will be effective communicators.*

1A. Students will demonstrate the ability to write business documents clearly, concisely, grammatically correct, and with convincing analysis.

1C. Students will recognize and employ a variety of rhetorical styles, written and oral, appropriate to the goal and audience.

#### *GOAL 2: Program graduates will have qualitative thinking and reasoning capabilities.*

2B. Critically evaluate evidence from qualitative sources; relate evidence to appropriate theoretical models; apply critical reasoning process to advance decision-making.

#### *GOAL 4: Program graduates will have competency in and across business disciplines.*

4B. Students will apply elemental elements of core business principles to construct and implement decision-making processes in the business environment.

### **UNIVERSITY HONOR CODE**

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You are responsible for knowing and abiding by the University Honor Code, which you can find here: <https://sccr.dso.ufl.edu/students/student-conduct-code/>

### **STUDENTS WITH DISABILITIES**

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Please let me know if you require any special accommodations. The official university policy on ADA issues states: "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation." Let me know how I can assist you, and I will do everything I can to support your individual needs.

### **COUNSELING AND MENTAL HEALTH**

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UF has two primary support resources: the Counseling and Wellness Center and U Matter We Care. Your health and security are crucially important for your success at the university and in your career. Use these resources, and contact me if I can be of any assistance.

## COURSE CALENDAR

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### CLASS 1: Monday, 7 January

- **Class Activities:**
  - Syllabus Review
  - Rank the Emails Activity
- **Due After Class:**
  - Reading Plan Discussion Board

### CLASS 2: Monday, 14 January

- **Due Before Class:**
  - *Listen:*
    - Reader Focus, Grammar, and Business Diction
    - Clarity and Concision Principles
    - Email and Informative Messages
  - *Complete:*
    - Style Quiz 1: Business Diction, Clarity, and Concision
    - Structure Quiz 1: Informative Messages
  - *Read:*
    - Syllabus
    - Course Handbook
    - Course Case
    - Using Vertical Lists
    - Document Types and Their Uses
- **Class Activities:**
  - Case Discussion
  - Informative Writing Exercise
  - Clarity and Concision Exercise

### CLASS 3: Tuesday, 22 January (4:05-6:00pm, Hough 240)

- **Due Before Class:**
  - *Submit:*
    - Rough draft of Informative Message
  - *Listen:*
    - Continuity and Cohesion Principles
    - Bad News Messages
  - *Complete:*
    - Style Quiz 2: Continuity and Cohesion
    - Structure Quiz 2: Bad News Messages
  - *Read:*
    - Peer Review Best Practices
- **Class Activities:**
  - Peer Review
  - Bad New Writing Exercise
  - Continuity and Cohesion Exercise
- **Due After Class:**
  - Complete peer reviews of Informative Message (due 22 Jan. at 11:59pm)
  - Final draft of Informative Message (due 23 Jan. at 11:59pm)

#### **CLASS 4: Monday, 28 January**

- **Due Before Class:**
  - *Submit:*
    - Rough draft of Bad News Message
  - *Listen / Watch:*
    - Persuasive Messages
    - "Start with Why"
  - *Complete:*
    - Structure Quiz 3: Persuasive Messages
- **Class Activities:**
  - Feedback Analysis and Informative Message Rewrite (due 30 Jan. at 11:59pm)
  - Persuasive Writing Exercise 1
- **Due After Class:**
  - Complete peer reviews of Bad News Message (due 28 Jan. at 11:59pm)
  - Final draft of Bad News Message (due 29 Jan. at 11:59pm)

#### **CLASS 5: Monday, 4 February**

- **Due Before Class:**
  - *Submit:*
    - Rough draft of Persuasive Message
  - *Watch:*
    - Psychological Principles of Persuasion
  - *Complete:*
    - Structure Quiz 4: Persuasive Appeals
- **Class Activities:**
  - Feedback Analysis and Bad News Message Rewrite (due 6 Feb. at 11:59pm)
  - Persuasive Message Exercise 2
- **Due After Class:**
  - Complete peer reviews of Persuasive Message (due 4 Feb. at 11:59pm)
  - Final draft of Persuasive Message (due 5 Feb. at 11:59pm)

#### **CLASS 6: Monday, 11 February**

- **Class Activities:**
  - Feedback Analysis and Persuasive Message Rewrite (due 12 Feb. at 11:59pm)
  - Exam Review

#### **CLASS 7: Monday, 18 February**

- **Class Activities:**
  - Final Exam