Welcome to ENC 2460, “Writing Topics in Business.”

ENC 2460 analyzes various kinds of business and technical texts, and develops skills for producing effective written and spoken arguments. Thus, you should expect intensive reading, writing, thinking, discussing, and presenting.

We’ll work on improving writing at the level of sentences, paragraphs, and full documents, and focus on achieving clarity, cohesion, coherence, and concision within the conventions of “Plain English.” Students also practice analyzing the strengths and weaknesses of their own and their peers’ writing.

INSTRUCTOR INFORMATION
Brenda Maxey-Billings (Faculty, Department of English) EMAIL: brenda.maxey-billings@unf.edu
WEBPAGE: http://www.unf.edu/~brenda.maxey-billings

OFFICE HOURS AND LOCATION
T & Th 12:15-2:30 p.m. and F 9:30-11:30 a.m. (drop-in hours);
Or by appointment at other times
Building 8, Room 2543

Feel free to email me with any questions that require brief responses. To discuss coursework in more detail, visit me during office hours or schedule a conference with me.

COURSE DESCRIPTION

Here is a formal description of this course:

BusinessWeek reports: “Studies show companies that market their products or services without first establishing their brand identities are not likely to achieve return on investment.” Branding is not simply marketing or advertising, however, and the magazine goes on to call branding “the most misunderstood concept in all of marketing, even among professionals” (Klein, 9 June 2008).

This course investigates branding from multiple perspectives. It addresses students interested in familiarizing themselves with the templates of modern business writing while also thinking beyond the template, asking theoretical questions about economic, political, personal, and rhetorical issues. We will work on research strategies and writing skills that lend themselves to effective professional communications, but we will also be investigating, through our writing and research, how branding factors in business (and personal) identities.

REQUIRED TEXTS AND MATERIALS

- Full-function word-processing software, such as that available in Microsoft Office or WordPerfect Office. (If you need such software, you may download a free but otherwise comparable office suite at OpenOffice.org.)
- Regular Internet Access: You’ll need this access for the mandatory Blackboard (Bb) component of this course. If you don’t have regular internet access, you may use a computer in the library or computer lab, but plan to do so often. Once online, use your UNF n-number to access Blackboard from the UNF “myWings” website.

IMPORTANT: The first time you access Blackboard this term, go to “personal information” (find under “Bb home”) and update your email address to one that you check regularly to ensure that you receive notices of class cancellations or changes.
OBJECTIVES

Students completing this ENC 2460 course should successfully perform the following tasks:

- Identify and produce the primary genres of technical writing, including letters, memos, emails, resumes, proposals, technical definitions and instructions, and reports.
- Investigate and analyze the impact of targeted rhetorical features of professional communications.
- Analyze and adapt to specific rhetorical situations representing a variety of audiences, purposes, and uses.
- Write accessible, reader-centered documents, using “Plain English” guidelines.
- Improve visual elements of documents, including type, layout, spacing, color, and medium.
- Integrate tables, figures, and other images into documents.
- Produce documents both collaboratively and independently.
- Refine writing style for clarity, concision, coherence, cohesion, and emphasis.
- Critique and revise their documents and those of their peers.
- Propose a research topic, conduct research, synthesize sources, and produce an investigative report.
- Present research findings to the class in a formal, timed presentation that incorporates pertinent visual aids.

SCHEDULE

Our Blackboard course site provides essential and current information. Establish the habit of checking the site often for schedule, assignment details, and due dates. Remember, you’re responsible for all assignments on the Bb schedule even if I fail to remind you of them in class. Whenever you have questions, check Blackboard first!

ASSIGNMENTS

Course assignments mimic the kinds of writing students might expect in business environments. In-class work includes practice, peer review, and quizzes. Out-of-class assignments consist of letters, memos, employment documents, a research report (including presentation to class), a self-branding project, and a researched report. You’ll have the opportunity to earn a specified maximum number of points for each assignment. Earlier assignments tend to carry smaller point-values, but be careful—any zeroes add up!

The list below includes anticipated assignments and their likely point-values, although both assignments and point-values may deviate from this list. Find required preparation, assignment details, and due dates on the Bb course site:

- Emails (2) – 25 points each
- Memos (4) – 25-50 points each
- Letters (3) – 25-50 points each
- Project: Self-Branding – 100 points
- Project: Job Application Packet: Resume and Cover Letter – 100 points
- Project: Technical Definition and Technical Instructions – 100 points
- Research Report (Combined 350 points)
  - Project Component: Proposal – 50 points
  - Project Component: Article Summary – 25 points
  - Project Component: Annotated Bibliography – 75 points
  - Project Component: Executive Summary (Abstract) – 50 points
  - Project Component: Completed Report – 150
  - Project Component: Presentation of Research – 50 points
- Professionalism and Participation (contributions to discussions, in-class work, group work, workshops, peer review, exercises, quizzes, etc.) – 150 points

Thus, you’ll have an opportunity to earn approximately 1,000 points overall.

GRADING SCALE

Keep in mind that effort does not determine your grade in this class. Making consistent effort should help you improve, but only the strength of your work determines your grade. To earn the highest possible grade, your assignment submissions must demonstrate superior quality of thought as well as superior craftsmanship.

You earn your course grade through the percentage score of all graded work, as described above. Final grades will adhere to the following scale. (Note: If you “must” obtain a particular grade, do so by improving your work during the term. No, I don’t give “extra credit” or add “extra” points or fractions of points to “bump up” your score at the end of the term — In other words, a 79.4 is still a C+ even though it’s “sooooo close” to a B.)

- A = 92.5 or better
- A- = 89.5%-92.4
- B+ = 86.5-89.4%
- B = 82.5-86.4
- B- = 79.5-82.4%
- C+ = 76.5-79.4
- C = 69.5-76.4%
- D = 59.5-69.4%
- F = 59.4% or lower
GENERAL EDUCATION REQUIREMENTS
You must pass this course with a grade of C or better to earn general education credit.

CLASSROOM GUIDELINES AND POLICIES

Classroom Courtesy and Classroom Disruptions

Students at the University of North Florida come from diverse cultural, economic, religious, and ethnic backgrounds, and they hold disparate opinions on critical issues. Controversial texts provide an important foundation for our class, since our academic coursework requires that we study how to use language to argue persuasively and logically.

In general, my expectations for classroom courtesy follow informal social and professional standards. Thus, as you would in any professional environment, please address others respectfully. *Please turn off all cell phones, pagers, beepers, and other electronic devices (INCLUDING LAPTOPS)* prior to the start of class. Additionally, since we may spend some of our classroom time on in-class writing or other work, your conduct should never interfere with your classmates’ ability to work productively. Otherwise, you may leave your seat when appropriate, ask questions at any time, and, at specified times, converse quietly with others regarding coursework.

Although I’ve never yet imposed this penalty, I do reserve the right to penalize (by a grade reduction of ½ of a letter grade) repeated or flagrant tardiness, instances of “significant classroom disruption,” or other substantive classroom discourtesy. (Note that my judgment determines these offenses.)

Attendance

My absence policy is simple: *Come to class*. Please *don’t* provide me with excuses, doctor’s notes, documentation of religious observances, etc. THEY DON’T MATTER!

Put bluntly, you get TWO absences to use however you need them PERIOD. (Keep in mind, though, that I don’t provide make-ups for quizzes or other in-class activities, so you WON’T get credit for any in-class work that you miss.) If you miss MORE than TWO classes during the term (i.e., more than a full week’s worth of classes), you’ll lose 50 points (the equivalent of half a letter grade) for EACH of the third, fourth, and fifth absences.

**IMPORTANT: If you miss more than five periods during the term, you’ll fail the entire course**—regardless of your course average on completed work. Plan ahead, and use the allowed absences carefully—I recommend you save them IN CASE you get sick or need them for some other urgent reason. Once they’re gone, they’re gone!

1) Attendance requires not only your physical presence, but your full engagement with and attention to this class. If you spend your time in class preparing for other classes, text-messaging, listening to music, sleeping, etc., you’re not *fully present* and therefore, you’re *absent* for the day. (If you engage in these habits, *whether or not I point them out at the time*, expect to lose attendance points.)
2) All work is due by the deadline, even if you’re taking that day as an allowed absence.
3) Obtaining missed notes, handouts, or assignments is your responsibility.
4) If you must miss *more than two classes* due to a university-approved reason (i.e. varsity athletics, religious observation, hospitalization, etc.), you must provide me with correct documentation for ALL the absences as early as possible in advance.
5) *Your first two absences (for whatever reason) count as your "allowed" ones.*

Arriving Late or Leaving Early

Of course, you should come to class on time. If, on a rare occasion, you must arrive late, please come in as quietly as possible and begin work quickly. (After class, **YOU must make sure that I change my attendance record to reflect that you attended after all.**)

If you’re significantly late (10 minutes or more) for any class meeting, you’ll be counted absent. In such a case, however, you may enter the class and receive credit for any in-class work that you complete during the remaining class time. If you repeatedly come to class late—even if you arrive only a couple of minutes late each time—your habitual tardiness may count as one or more “extra” absences. Similarly, if you *leave* class early, you’ll earn an absence for the day—unless you have obtained my express permission IN ADVANCE (NOT just before or during the same class).
Assign Work Deadlines
Late work earns you an F on the assignment! You must submit assigned work on the specified due date even if you’re absent—even if you’re taking one of your allowed absences. (You may submit late work for partial credit, however, up to one week after its due date.) Keep in mind that unsubmitted work earns you an F (0%) on the assignment, while a late submission earns you an F (up to 50%). Thus, it’s to your advantage to turn in all work, even if you must submit it late.

Special Dispensations
Students with disabilities who seek reasonable accommodations in the classroom or other aspects of performing their coursework must first register with the UNF Disability Resource Center (DRC) located in Building 10, Room 1201. DRC staff members work with students to obtain required documentation of disability and to identify appropriate accommodations as required by applicable disability laws including the Americans with Disabilities Act (ADA). After receiving all necessary documentation, the DRC staff determines whether a student qualifies for services with the DRC and if so, the accommodations the student will be provided. DRC staff then prepares a letter for the student to provide faculty advising them of approved accommodations. For further information, contact the DRC by phone (904) 620-2769, email (kwebb@unf.edu), or visit the DRC website (http://www.unf.edu/dept/disabled-services).

Controversial or “Offensive” Texts
You may not “substitute” another text for a required one that you find “offensive.” If you do not wish to read or discuss texts that may run counter to your beliefs, you should withdraw from this class immediately.

UNIVERSITY POLICIES ON PLAGIARISM AND ACADEMIC MISCONDUCT
As a University of North Florida student, you commit to adhere to UNF’s standards of student conduct, including the Academic Integrity Code, available at http://www.unf.edu/registrar/forms/misconduct_policy.pdf. The Honor Code requires UNF students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, fabrication and falsification, multiple submissions, plagiarism, abuse of academic materials, and complicity in academic dishonesty. You should know that violations might result in your expulsion from the University. FOR YOUR PROTECTION, review the UNF Academic Integrity Code, and make sure you understand University standards.

Remember, you are responsible for understanding the University’s definitions of plagiarism and academic dishonesty. Examples include the following:
- Submitting all or part of someone else’s work as if it is your own.
- “Borrowing,” without crediting the source, any of the following:
  - Any part of song lyrics, poetry, or movie scripts
  - Any part of another person’s essay, speech, or ideas
  - Any part of an article in a magazine, journal, newspaper
  - Any part of a book, encyclopedia, CD-ROM, online WWW page, etc.
  - Any IDEA from another person or writer, even if you express that idea in your own words.
- “Borrowing” verbatim text without enclosing in quotation marks and citing the source.
- Failing to cite sources, or citing them improperly.
- Making "duplicate submissions" of assignments - that is, submitting work that you’ve previously submitted in either the same class or another class unless you have the express permission of all instructors involved.
- “Collaborating” or receiving substantive help in writing your assignment unless such collaboration is part of the given assignment. (However, you may receive general advice from tutors or writing lab instructors.)

Important Tip: You should never copy and paste any text from the Internet without providing the exact location from which it came.

Plagiarism is a serious violation of the student academic integrity code. You commit plagiarism when you present the IDEAS or words of someone else as your own. If a student “plagiarizes” all or any part of any assignment, he/she will earn a failing grade on the assignment. University policy also requires that instructors report imposed penalties to the Registrar’s Office, which will maintain a permanent record of the incident in the student’s file. Other forms of academic dishonesty (examples include cheating on a quiz or citing phony sources or quotations) will also result in a failing grade on the assignment as a minimum penalty.

Protect yourself! Make sure the assignments you submit for grading honestly reflect your own work and properly cite any sources from which you obtained ideas, quotations, or information.
USEFUL STUDENT RESOURCES

Many students experience stress while making the adjustment to college. Although I certainly sympathize if you are experiencing non-course-related problems, you’ll find better and more helpful resources elsewhere on campus.

The services below are available free to students, so if you feel you need help, please don’t wait. Contact the appropriate office below—each of their staffs include trained, caring professionals who have experience helping students deal with specific academic, security, psychological, and emotional issues.

ACE (Academic Center for Excellence) – Academic Advising and Tutoring
Founder’s Hall, 2/1200, (904) 620-1012, www.unf.edu/es/ace

Ace provides academic advising and tutoring. You’ll find its tutors especially helpful if you’re having trouble with surface errors (grammar, punctuation, etc.) in your writing.

The UNF Counseling Center
Founder’s Hall, 2/2300, (904) 620-2602, www.unf.edu/dept/counseling_center

“The UNF Counseling Center offers you a safe atmosphere, where personal concerns can be openly explored and discussed with a professionally trained counselor.”

UNF Campus Police, http://www.unf.edu/dept/upd/index.htm
Building 41, on UNF Drive, across the street from the Information Booth
Emergency Number: (904) 620-2801

Note: Police officers are available 24 hours a day to provide safety escorts to any member of the University Community. To request an escort you may contact the UPD at 620-2800.

UNF Career Services
Founder’s Hall, 2/1100, (904) 620-2955, http://www.unf.edu/dept/cdc/

“The University of North Florida Career Services provides a variety of career services, programs, and resources designed to help you develop a successful career.”

The Women’s Center (and Victim Advocacy Program)
Founder’s Hall, 2/2100, (904) 620-2528, Email: womenctr@unf.edu
24-hour Crisis Helpline: (904) 620-1010

“Campus victims of actual and/or threatened violence [harassment, rape, relationship violence, stalking, hate crimes or other crimes] can find help 24-hours-a-day through the Women’s Center’s Victim Advocacy Program.”