

**Text**

Locker, Kitty O., and Donna Kienzler. *Business and Administrative Communication*. 8th ed.

**Learning Outcomes**

1. Students will learn and practice the principles of effective writing appropriate to a business environment: accurate and appropriate diction; clear, concise style; and audience-centered tone.
2. Students will become familiar with standard formats and strategies for a variety of business communications by writing and revising letters, memos, and emails in response to specific, real-life situations.
3. Students will learn the rhetorical principles that make writing more persuasive to customers, clients, and colleagues in both positive and negative situations.

**Course Outline**

<u>Class Week</u>	<u>Topic</u>	<u>Text</u>	<u>Assignments</u>
<u>August</u>			
21	Building Blocks	Chap. 1	
26-28	Building Blocks	Chap. 1	1.3, 1.4
September			
2-4	Building Goodwill	Chap. 3	1.9 (Draft) 3.3, 3.5, 3.6
9-11	Building Goodwill	Chap. 3	<b>Project #1</b> 3.7, 3.8
16-18	Audience	Chap. 2	2.16, 2.17, or 2.19 (Draft)
23-25	Style	Chap. 4	<b>Project #2</b>
Sept. 30-Oct. 2		Chaps. 1-4	<b>Test #1</b>
October			
7-9	Positive Messages	Chap. 10	10.5, 10.6

14-16	Positive Messages	Chap. 10	10.17, 10.18, or 10.24 (Draft)
21-23	Positive Messages	Chap. 10	<b>Project #3</b>
28-30		Chap. 10	<b>Test #2</b>
November			
6	Negative Messages	Chap. 11	11.3-11.4
11-13	Negative Messages	Chap. 11	11.5, 11.14 or 11.15(Draft)
18-20	Negative Messages	Chap. 11	<b>Project #4</b>
25	Persuasive Messages	Chap. 12	12.4, 12.5
December			
2-4	Persuasive Messages	Chap. 12	12.7
9		Chaps. 11-12	<b>Test #3</b>

**Policies and Procedures:** The course outline provided here is a general plan for the course, subject to revision and update; you should keep it handy in case such revisions are necessary. I have listed specific homework assignments in the outline above, but I may make some changes as we proceed based on class needs.

All out of class assignments will be due in class on the day for which they are assigned. If you are late in submitting graded homework or an out of class project, I will penalize your grade, usually one-half grade for the first occurrence, a whole grade if you are late again.

You must submit all out of class assignments for the course, including homework, in typed form, preferably word-processed.

I expect you to attend each class meeting. Any absence from class is an unexcused absence unless you receive permission from me beforehand or provide acceptable documentation after the fact. Anyone with **more than three** unexcused absences will be penalized one letter grade on the final course grade. Anyone with perfect attendance will receive a one letter grade bonus on the lowest project grade.

**Assignments and Grading:** There will be three kinds of graded assignments for this course: homework, projects, and tests. I will evaluate your work by means of letter grades. Your homework average will account for 20% of your grade; project and test averages will each account for 40%. All grades are potentially subject to the penalties and bonuses discussed in the Policies and Procedures section above.

Homework: I will grade homework selectively. Sometimes I will tell you that a particular assignment will be graded; other times I will take up and grade homework without warning you beforehand. I will grade at least four homework assignments.

Projects: Projects are written assignments, usually longer letters or memos that culminate the study of specific business writing principles. There will be four project assignments, after chapters 1, 3, 10, and 11 respectively.

Tests: There will be three tests, covering material from chapters 1-4, 10, and 11-12. The tests will ask you to identify terms, evaluate writing samples and situations, revise writing samples, and compose responses to specific problems. Letter grades are assigned according to a ten-point percentage scale: A=90-100; B=80-89; C=70-79; D=60-69; F=below 60.

Grade Averaging: Grades are averaged according to modified GPA scale:  
A+=4.0; A=3.75; A-=3.5; B+=3.25; B=3.0; B-=2.75; C+=2.5; C=2.25;  
C-=2.0; D+=1.75; D=1.5; D-=1.25; F+=1.0; F=0.0.

**Academic Honesty:** All tests will be administered under an honor system. To help the honor system work, the following policies are in effect: (1) On test days do not bring any books, notes, or paper to the classroom-- only your pen. I will provide all paper. (2) If you observe dishonesty of any kind during the test, please report it to me. I will protect your anonymity. (3) I will investigate any evidence of dishonesty, to include plagiarism on out of class assignments, and if such dishonesty is proved, I will impose penalties. These penalties may involve failure for the test, project, or report, failure for the course, or dismissal from the course.

**Academic Disturbance Policy:** Disturbances in classes, labs, during field trips, lectures, presentations, and other academic activities may result in one or more of the following sanctions: verbal reprimand, written warning, permanent dismissal from the class, suspension from the University for a period of time, or permanent suspension from the University. If a student is dismissed from a class after the last day to withdraw from classes, the student will receive an F grade in the class. A student may appeal verbal reprimand, written warning, or permanent dismissal from the class to the Academic Dean. A student may appeal suspension from the University for a period of time or permanent suspension from the University to the Vice Provost for Regional Campuses.

**Academic Support:** I encourage you to see me during office hours or to make an appointment to talk with me concerning your progress in the course. Do not hesitate to let me know how you feel the course is going for you and what I can do to help you to gain more from the experience.

**Office Hours:** 218 James Bradley Building  
MWF: 10-11:30 am; 2:00-3:30 pm; TTh: 2:00-3:30 pm

**Phone and Email:** 803-547-0291(H); 803-313-7047 (W); Bnims@gwm.sc.edu