

MCOM 320

Fall 2015, Section 31, Online



CRICKETT WILLARDSSEN



crwill@comcast.net



801.372.5554



By appointment



TA Steven Rimmer



ta_mcom320@byu.edu



By appointment

OBJECTIVES



Develop



Design



Deliver

TEXTBOOK

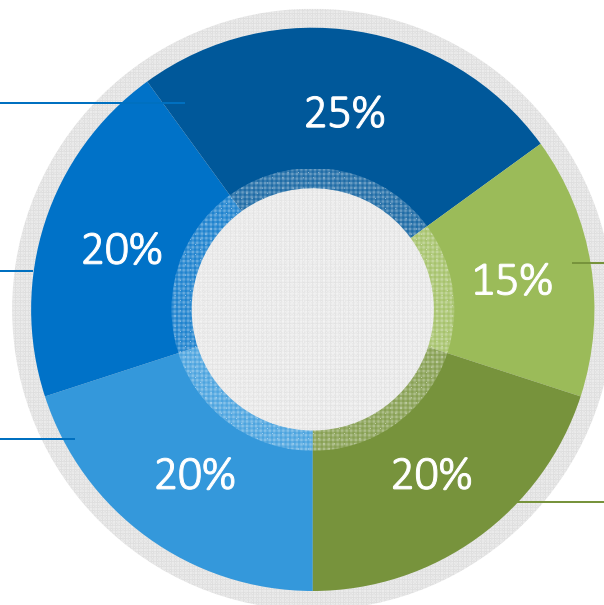
Writing & Speaking for Business
(WS4B), **third edition**

ASSIGNMENTS/ASSESSMENT

Longer writings: newsletter article & presentation, integrative case study

Shorter writings: OABC memo, Emails 1 & 2, Cover Letter & Resume, oral presentation memo

Case analysis project: case analysis report, slides, and handout



Lesson completion & assignments: Quizzes, small writing assignments

Two objective exams:
(1) SPELL
(2) Final exam

POLICIES

- **Prerequisites.** Must be sophomore or higher.
- **Assignment due dates.** Assignments are due by 5:00 p.m. on the date specified. *No late assignments accepted.*
- **Getting Information and Asking Questions.** Don't wait! Any time you have questions or need clarification about any assignments, please contact either the TA or me (see our contact information on the first page). No question is too stupid or too embarrassing.

SUBMITTING ASSIGNMENTS

- **How:** Submit assignments using the upload process in BrainHoney.
- **When:** You may turn them in any time during the designated time span. You may also turn in most assignments earlier than the designated time span.

Course and Assignment Schedule

As the instructor, I reserve the right to make changes to the syllabus to fit the needs of you, the students. I will always inform you of such changes.

Please see the Assignment PDFs on BrainHoney for a detailed list of lesson activities and deliverables.
Assignments submitted past 5:00 p.m. on the listed due date will receive zero credit. No exceptions.

Due Date	Event
Tue, Sept 1	Introduction to the course, 4 p.m. 280 TNRB
Fri, Sept 4	Complete Lessons 1-2. <i>Study Lesson 5 a lot</i>
Fri, Sept 11	Complete Lessons 3. <i>Study Lesson 5 a lot</i>
Fri, Sept 18	Complete Lesson 4. <i>Study Lesson 5 a lot</i>
Fri, Sept 25	Complete Lesson 5. <i>Take grammar exam online via Adobe Connect. Refer to instructions on BrainHoney to schedule your exam.</i>
Fri, Oct 2	<i>Nothing due. Work on Lesson 6.</i>
Fri, Oct 9	Complete Lesson 6.
IMPORTANT: The following lessons require the most time and effort. Two of the lessons include a team project and another includes an individual formal presentation. Please plan so you can deliver your best work.	
Fri, Oct 16	Complete Lesson 7.
Fri, Oct 23	<i>Nothing due. Work on Lesson 8.</i>
Fri, Oct 30	Complete Lesson 8.
Fri, Nov 6	Complete Lesson 9.
Fri, Nov 13	<i>Nothing due. Work on Lessons 10 & 11.</i>
Fri, Nov 20	<i>Nothing due. Work on Lessons 10 & 11.</i>
Fri, Nov 27	Complete Lessons 10 & 11.
Fri, Dec 4	Complete Lesson 12.
Wed, Dec 11	Final Exam Part I: Final written case due
Wed, Dec 14-18	Final Exam Part II: Multiple-choice exam, anytime during finals week via Adobe Connect.

Course Evaluation

Your final grade will be based on the accumulation of points gained from three types of performance: quizzes/exams, written work, and participation. The table below lists the descriptions and points for each assignment or exam.

Grammar Exam: Take the grammar exam. If you are dissatisfied with the results, you may take a make-up exam and keep the higher of the two scores.

OABC Memo: Write a memo describing a company or industry in which you might want to work after you graduate. Include a relevant attachment from the Internet. Apply OABC and HATS. Use an 11-point serif font with single spacing. Maximum 1 page.

Resume & Cover Letter: Create a resume and cover letter for a job of your choice. You may assume today's date or your graduation date.

PAR Stories: Write three short PAR stories and identify the attribute(s) each one illustrates. Apply HATS to improve readability for your instructor.

Persuasive Letter: Write a persuasive letter in response to a problem assigned by the instructor. Use an 11-point serif font with single spacing.

Bad-news Message: Write a bad-news letter in response to a problem assigned by the instructor. Use an 11-point serif font with single spacing.

Research (Business Newsletter) Article: Write a 1,000-1,500-word article on a current business topic or issue from approved list. Prepare as a two- to three-page document using your very best design techniques. Create a works-cited page and cite sources using APA, MLA, or Chicago style. Most references must be from the last year. Give a 3- to 5-minute oral presentation of your report.

Case Analysis: Complete a consulting project for a company. Prepare a written formal report that includes the following sections: transmittal letter, cover page, table of contents, executive summary, background (including purpose of the study), an analysis of findings, conclusions, and recommendations. Include at least two essential self-created (i.e., not copied and pasted from the Internet) graphics. (Essential means conveys information and is not just a nice photo or clip art.)

Final Exam Part I: Business Plan Evaluation Report: Write a memo report and an email that evaluates a business problem and recommends a solution. Effectively apply the writing techniques you have learned in class. Topics are given toward the end of the semester.

Final Exam: Take a comprehensive multiple-choice exam at the end of the semester.

Speedbacks: Lesson quizzes over the chapter readings that are computer graded.

THE DOCS EVALUATION SHEET

I will evaluate and score your assignments according to the four levels: design, organization, content, and style—or DOCS. Below is a sample of that evaluation sheet. Each category contains the following information:

- The points you can earn at each level: excellent, good, fair, and poor. These points may vary, depending on the assignment. The details for each written assignment identify the total possible points per category.
- The criteria (either what you need to include or what is still missing) for earning the points at each level.
- *Note that the Design category for some assignments only earns up to 4 points. Again, for each main assignment, I will list the points possible for each category in the assignment instructions.*

Writing Rubric

Attributes	Excellent (10-9)	Good (8-6)	Fair (5-3)	Poor (2-1)
Design Score:	Format is correct; design incorporates effective use of headings, access, typography, and space.	Format is good; design incorporates some use of headings, access, typography, and space.	Format has some flaws; document makes poor use of headings, access, typography, or space.	Format has major flaws; appearance and design significantly detract from the message.
Organization Score:	Text includes clear agenda; reflects excellent information structure and sequence; easy to follow.	Text includes general agenda, reflects moderately good structure and sequence; mostly easy to follow.	Text includes no agenda, reflects little attention to structure and/or sequence; somewhat hard to follow.	Text includes no agenda, reflects major flaws in structure and sequence; very hard to follow.
Content Score:	Critical content is included, is correct and clear, and is effectively developed.	Basic content is included, is correct and quite clear, and is fairly well developed.	Some needed content is missing, is incorrect or unclear, or is not well developed.	Significant content is missing, is incorrect or unclear, or is poorly developed.
Style Score:	Paragraphs have excellent coherence, length, organization, unity, and development; sentences reflect excellent syntax and writing style; writing complies with grammar, punctuation, spelling, and usage rules.	Paragraphs have mostly good coherence, length, organization, unity, and development; sentences reflect acceptable syntax and writing style; writing complies with most grammar, punctuation, spelling, and usage rules.	Paragraphs have some coherence, length, organization, unity, or development flaws; sentences reflect weaknesses in syntax and writing style; writing has obvious grammar, punctuation, spelling, and usage flaws.	Paragraphs contain many coherence, length, organization, unity, or development flaws; sentences reflect major weaknesses in syntax and writing style; writing has numerous grammar, punctuation, spelling, and usage flaws.

Total: xx/xx