**MWF Schedule**

**Spring 2017**

| Class | Date | Topic | Due |
| --- | --- | --- | --- |
| 1 | 1/9 | Course Introductions The Rhetorical Situation |  |
| 2 | 1/11 | Introducing Assignments 1, 5 and 6 | Reading: BCE Chapter 1 |
| 3 | 1/13 | Planning Business Messages | Reading: BCE Chapter 3 |
|  |  |  |  |
|  | 1/16 | MLK Jr. Day. No Class |  |
| 4 | 1/18 | Writing Business Messages | Reading: BCE Chapter 4 |
| 5 | 1/20 | Completing Business Messages | Reading: BCE Chapter 5 |
|  |  |  |  |
| 6 | 1/23 | Writing Proposals Writing with Clarity and Conciseness. |  |
| 7 | 1/25 | Peer Review | Writing: Rough drafts of Assignment 1: Topic Approval Proposal |
| 8 | 1/27 | Introducing Assignment 2: Business Correspondence. | Writing: Assignment 1: Topic-Approval Proposal |
|  |  |  |  |
| 9 | 1/30 | Writing Routine and Positive Messages | Reading: BCE Chapter 7 |
| 10 | 2/1 | Writing Negative Messages | Reading: BCE Chapter 8 |
| 11 | 2/3 | Writing Negative Messages, continued |  |
|  |  |  |  |
| 12 | 2/6 | Writing Persuasive Messages | Reading: BCE Chapter 9 |
| 13 | 2/8 | Writing Persuasive Messages, continued |  |
| 14 | 2/10 | Peer Review | Writing: Rough Drafts of Business Correspondence. |
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| 15 | 2/13 | Introducing Assignment 3: Job Application Documents | Writing: Assignment 2: Business Correspondence |
| 16 | 2/15 | Writing Resumes | Reading: BCE Chapter 13 |
| 17 | 2/17 | Writing Resumes | Bring Job Ads |
|  |  |  |  |
| 18 | 2/20 | Application Letters | BCE Chapter 14 |
| 19 | 2/22 | Application Letters, continued |  |
| 20 | 2/24 | Follow Up Documents, Interviewing |  |
|  |  |  |  |
| 21 | 2/27 | Peer Review | Writing Due: Rough Drafts of Both Resumes and Job Ads |
| 22 | 3/1 | Peer Review | Writing: Rough Drafts of Entire Assignment 3, including Cover Memo |
| 23 | 3/3 | Review Assignments 4: Progress Report and Assignment 6: Formal Analytical Report | Writing: Assignment 3: Job Application Packet |
|  | 3/7-11 | Spring Break. No Class |  |
| 24 | 3/13 | Writing Proposals |  |
| 25 | 3/15 | Organizing Reports |  |
| 26 | 3/17 | Outlining |  |
|  |  |  |  |
| 27 | 3/20 | Peer Review | Writing: Rough Draft of Progress Report |
| 28 | 3/22 | Introducing Assignment 5: Social Media Profile  Setting Up Websites | Writing: Assignment 4: Progress Report  Reading Due: BCE Chapter 6 |
| 29 | 3/24 | Personal Branding | Viewing: [Personal Branding Basics, Lynda.psu.edu (all videos)](https://www.lynda.com/Business-Skills-tutorials/Personal-Branding-Basics/126618-2.html?org=psu.edu)  (Exercises recommended, but not required) |
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| 30 | 3/27 | Writing For The Web | Viewing: [Introduction, Sections 1-4 in Writing For The Web, Lynda.psu.edu.](https://www.lynda.com/Web-Content-Strategy-tutorials/Writing-Web/180104-2.html?org=psu.edu)  (Exercises recommended, but not required) |
| 31 | 3/29 | Writing For the Web | Viewing: [Sections 5-7, Conclusion in Writing For The Web, Lynda.psu.edu.](https://www.lynda.com/Web-Content-Strategy-tutorials/Writing-Web/180104-2.html?org=psu.edu)  (Exercises recommended, but not required) |
| 32 | 3/31 | Copyright and Your Website  Peer Review | Writing: Rough drafts of 3 online articles |
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| 33 | 4/3 | Peer Review | Writing: Revised rough drafts of 3 online articles, plus rough drafts of your bio (long form) and your personal website |
| 34 | 4/5 | Peer Review | Writing: Rough drafts of your entire social media profile, including link to at least one fully optimized social media platform and three online articles. |
| 35 | 4/7 | Review Assignment 6: Formal Analytical Report  Review Understanding and Planning Reports and Proposals | Review: BCE Chapter 10  Writing: Assignment 5: Social Media Profile |
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| 36 | 4/10 | Writing and Completing Reports and Proposals; Organization, Emphasis, Tone | Reading: BCE Chapter 11 |
| 37 | 4/12 | Writing and Completing Reports and Proposals; Parts, Cohesion, Mechanics |  |
| 38 | 4/14 | Graphics and Report Design |  |
|  |  |  |  |
| 39 | 4/17 | Graphics and Report Design |  |
| 40 | 4/19 | Peer Review | Writing: Rough drafts of Introduction, Body and Conclusion (not including visuals) |
| 41 | 4/21 | Peer Review | Writing: Rough drafts of introduction, body and conclusion, including visuals. |
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| 42 | 4/24 | Peer Review | Writing: Rough Drafts of Transmittal and Exec Sum |
| 43 | 4/26 | Peer Review | Writing: Rough Drafts of Cover, Title, TOC, Bibliography, Appendix |
| 44 | 4/28 | Peer Review | Writing: Rough Drafts of Entire Report, including Prefatory and Supplemental Parts Writing Due: Assignment 6: Formal Analytical Report |