

Professor Mokoko
ENGL 3040: Business Writing
Summer 2021—May 11th-June 18th

Project Five: The “Personalized Career Communications”

Week Five—June 9th-June 18th

To close ENGL 3040: Business Writing - you are challenged to compose two Business Communication documents that you predict you may have to write in your future career. This project asks you to identify two communication documents, genres, reports, or messages that you may have to enact within your future career, profession, or position. **Think back to our 2nd and 3rd projects that asked you to compose three common documents typical of Business Communication in general workplace settings.** This project challenges you to do the same, **but within the context and exigence of your own future career, workplace setting, or professional expectation.** What Business Communication expectations will you be asked to fulfil in your career as a software programmer, as a nurse, as an educator, as an electrical engineer? **This project challenges you to demonstrate your grasp of Business Communication skills honed throughout this semester by identifying, designing, composing, and revising in those exact genres.**

In addition to **composing these two documents**, you will prepare one **formal rubric** that (1) **defines what successful communication (audience analysis, conventions, formality, sensitivity, diction, design, strategy, etc.-- be specific, tangible, and explicit) looks like** within each of this communication genre, and then (2) A **“Justification”** that **self-assesses the performance of your document against your rubric’s criteria.** Each of the two documents should be **1-2 pages long (single spaced).** See below.

So, each student will submit as part of this project:

- i. A **Business Communication document typical of their career** (1-2 pages)
- ii. A **2nd Business Communication document typical of their career** (1-2 pages)
- iii. A **Rubric** that defines what successful communication in the (your specific) genre is and looks like-- use as much detail and specificity here as possible! This does not have to be visually appealing, and should focus more on identifying what is important in the genre of Communication rather than on looking good. (1 page)
- iv. A **“Justification”- why and how does the document you have produced meet or exceed the standards** for successful Business Communication **laid out in your Rubric?** (1-2 pages)

The first thing you will need to do is identify two genres, documents, reports, or communications that you will be likely to compose in your future career. If you are not exactly sure what your future career will be, that is completely okay. **Go with the most likely or dream**

situation. If you are not sure what sorts of documents you will have to write or design, you can email/interview a professor in your major, Google it, research it, or ask me and I will try to help you think through it. **Then, figure out what makes for a good, high quality document in that genre. Then, start writing!** You can and should be creative within this project. You should be professional, and you should treat these documents as if you are really sending them out as part of your career in either an entry-level or senior position. Feel free to make up information or a fictional scenario, or to do anything you need to do to make the project successful.

The overarching goal of this project is to serve as both a culminating project for the course that engages all its major learning outcomes, themes, and subject matter, but also to prepare you for the complex rhetorical and communication work you'll face in your future career and professional life.

You will find [Business Communication for Success](#) to be of help when completing this project, which will help showcase the depth of the Business Communication skills you have developed over the course of the semester. Any outside resources you use should be cited in either MLA or APA formatting (see Purdue OWL website).

Primary Reading: Ch. 15, Ch. 16, & Ch. 18 of *Business Communication for Success*

Secondary Reading: St. Amant, Kirk. "Writing in Global Contexts: Composing Usable Texts for Audiences from Different Cultures" [*Will also be uploaded on Canvas*]

Third Task: Course Reflection – *Canvas*

Final Highly Recommended Business Writing Reading: Smarp's "[11 Reasons Business Communication is Critical to your Company's Success](#)" - [*Direct Link to Web Reading*]

Due Friday June 18th at 9:PM – [You additionally get extra days to finish Project Five]

20% of final grade

Questions, Concerns, or Problems? Email me: Smokoko@Clemson.Edu and we may schedule a Zoom appointment at your request.

Thank You, Business Writing Class—It has been a wonderful and productive semester while being your professor!

—*Professor Mokoko*