WR 321

Formal Report 25%

DUE: Friday 12/13 in 375 PLC by 3:15 p.m.

For this assignment, you should be solving a problem for someone else by compiling a **formal analytical report**. You may use information you have from another class, but you may not turn in the same paper. You may extrapolate and manipulate data in the interest of time (e.g. give a questionnaire to 10 friends and calculate the results as if you gave it to 100 appropriate randomly selected people). You will make up details for the “givens” in the scenario, but you may not make up all of the material.

CHOICES FOR FORMAL REPORT

1. Choose the best product from among three (of a kind) analyzed—car, computer, copy machine, business writing textbook, etc. Make up “givens” and criteria as needed.
2. Three Options:
   1. Help a specific group plan a tour that best suits its needs / wants based on a questionnaire (items such as price, length of stay, places in the chosen area, activities, hotels, meals, guides, etc.). Get information from travel agency / website and/or library.
   2. Help a group plan a convention or choose a city and/or hotel for the convention.
   3. Help a company plan for travel in another country.
3. Choose the best magazine or website from three for a trial run of an ad campaign for a new product. Do a tally of what products are advertised and what appeals are used in the first thirty ads of each magazine/website. Also, examine the cost per reader, total cost, target audience, editorial content, etc. Use Standard Rate and Data Service (SRDS) A.K.A. Consumer Magazine and Farm Publication Rates and Data. Contact the business librarian, Kaiping Zhang (<http://library.uoregon.edu/guides/business/index.html>), if you have trouble accessing SRDS on the library website. You may also use other sources like Simmons Study of Media and Marketing. Tally sheets from each magazine would be in the appendix of your report.
4. Help a store or company make a decision by giving a questionnaire to a relevant target audience—what kind of restaurant is needed in the campus area, what kind of new apartment complex would be best, etc.
5. Compare three savings institutions and recommend one for international students.
6. Compare three physical fitness organizations and recommend one that best meets the needs of a company’s employees (use questionnaire).
7. Recommend a site—either to build on or an existing building to buy (based on a comparison of several).

CHECKLIST FOR FORMAL REPORT (see Figure 11.15 [289-302])

1. **Transmittal memo**—if reader works for the same organization or **Cover letter**—if reader works for another organization
   * Often works as a brief summary of main point with some reference to the problem and method / criteria
   * Should directly refer reader to report
   * Pleasant language, more personal than report
   * Single spaced
2. **Title page** (direct title, person or company for whom report was written, your name and identification, date—attractively layout. **Title fly** can be omitted.
3. **Contents page** (or Table of Contents)
   * Wording exactly the same as headings (use informative headings) in body
   * Appendix and sources listed
   * Figures, Tables, Images under List of Illustrations
   * Alternating dots lined up and numbers lined up
   * Page number bottom center, beginning with Roman numeral iii
4. **Executive Summary**—a fully developed “mini” version of the report—for readers who lack the time or motivation to read the entire document. The “big picture.”
   * Brief presentation of problem, method/criteria, and main points (see Figure 11.5 [292])
   * Single spaced
5. **Body**—6-10 pages double spaced
   * Title repeated
   * Use informative headings
   * Introduction gives more information on problem and method / criteria in slightly more formal language than in the transmittal memo or cover letter
   * Introduction ends with main point
   * Refer to appendix in introduction
   * Logical organization—use informative headings (and subheadings, if needed)
   * Material presented objectively with “I” used for what you did not for what you believe
   * Clear direct style with active verbs and consistent verb tense
   * Carefully proofread for conciseness and mechanics
   * Number pages, using Arabic numerals (0, 1, 2, 3 . . .), beginning with page 1
   * Illustrations included as soon as possible after reference to illustration within the text (preferably the same page)
   * All illustrations (graphs, tables, etc.) labeled and cited if not original
6. **Appendix**—supplemental material, raw data
   * Cover letter needed if questionnaire was sent in mail (or email message)
   * Tallies and explanations given for questionnaires
7. **Sources**
   * Bibliography following APA or MLA guidelines exactly
   * Must include any source cited or referred to