

Course Calendar

Course	ECS 3390.0H2 and ECS 3390.0H5
	Professional and Technical Communication
Term	Spring 2017
Class Time	Sec. 0H2—Wednesday 1:00pm-2:15 pm
	Sec. 0H5—Wednesday 2:30pm-3:45pm
Location	JO 4.504

The schedule for class topics, readings, and assignments (aside from low-impact assignments, which will be complete in class) is as follows. (Note that chapter readings are to be completed before each class meeting.) The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

Module Number (by Date)	What Will We Study? How Should I Prepare for Class? What is Due
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What Will We Study?

How can I succeed in ECS3390 and in a hybrid class?

How Should I Prepare for Class?

Module 1
January 9 – 13

- Print the Course Syllabus to bring to class.
- Purchase your textbook—Schlobohm and Ryan [1].
- View Glauser's Course Introduction Video [2] on eLearning.

What Should I do During the Week?

- Log into the course space on eLearning and read the course documents.
- Familiarize yourself with Purdue OWL's "Writing in Engineering" (all pages) [3].

What is Due?

Before 11:59pm on Monday, January 16:

- **Discussion Board Introduction:** Introduce (~100 words) yourself to your classmates via the Class Discussion Board. Reply to at least two students' posts (*Low Impact Assignment*).
 - Complete **Syllabus Quiz** on eLearning (*Graded Quiz*).
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What Will We Study?

- How can I use this course to help me professionally?
- How do I cite my sources in IEEE format?
- Individual Proposal and Presentation Overview

How Should I Prepare for Class?

Note: Because of the Martin Luther King, Jr. Holiday on Monday, no sections will meet this week. Module 2 is an online module.

Module 2
January 16 – 20,
2017
(online module
for all sections)

- Read Schlobohm and Ryan Chapter 1, Appendix A, and Appendix B [1].
- View Ryan's Chapter 1 Video [4] and Lambert's Appendix A Video [5].
- View Ted Talk "Talk Nerdy to Me" by Marshall [6].
- Read about "Professional Technical Writing" on the Purdue OWL [7].
- Read Instructions for Individual Proposal and Presentation

What is Due?

Before 11:59pm on Monday, January 23, submit a 1- to 2-page **Autobiographical Memo** via eLearning. (Detailed instructions will be provided in class.) Your memo should be formatted per a business memo format in Schlobohm and Ryan, pp. 103–106 [1] (*Low Impact Assignment*).

What Will We Study?

- How can I effectively work with my team?
- What is Storytelling? (Introduction to Storytelling Presentation)
- Team Project Overview

Module 3
January 23 – 27,
2017

How Should I Prepare for Discussion Outside of Class?

- Read Schlobohm and Ryan Chapter 4 [1].
- Read Team Project Overview
- View Hernandez-Katz's Chapter 4 Video [8].
- View Ted Talk "Build a Tower, Build a Team" by Wujec [9]
- View supplemental video resource (link to be provided in class).

What is Due?

Before 11:59 pm on Monday, January 30, **Low-Impact Assignment (to be announced)**

What Will We Study?

- What is the rhetorical situation?
- How do cultures differ in communication expectations and standards?

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 2 [1].
- View Hernandez-Katz's Chapter 2 Video [10].
- Read "Copyright Basics" [11].
- View Ted Talk "Five Ways to Listen Better" by Treasure [13].

Module 4
January 30 –
February 3

What is Due?

Before 11:59pm on Monday, February 6, complete and submit the **Audience Analysis Activity** via eLearning. (*Low Impact Assignment*)

By 11:59pm on Monday, February 6, have your Team Liaison submit your **Team Status Report Memo 1** (see Assignments in the Course Syllabus) via eLearning. (*25 points of Team Project*)

What Will We Study?

- How can I visually design stronger deliverables?
- How can I use design to build my credibility?

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 3 [1].
- View Glauser's Chapter 3 Video [14].
- View supplemental video resource (link to be provided in class).

Module 5
September
February 6 - 10

What is Due?

Before 11:59 pm on Monday, February 13, **Low-Impact Assignment (to be announced)**

What Will We Study?

- How can I effectively propose a service or idea?
- Storytelling Presentations

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 6 [1].
- View Lambert's Chapter 6 Video [15].
- View supplemental video resource (link to be provided in class).

Module 6
February 13 - 17

What is Due?

Deliver your 2-3 minute Storytelling Presentation in class. **Note:**
Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

What Will We Study?

- What forms and formats will I use in the workplace?

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 5 [1].
- View Lambert's Chapter 5 Video [17].
- View supplemental video resource (link to be provided in class).

Module 7
February 20 - 24

What is Due?

No assignments due as you prepare for the Midterm Exam in Module 8.

Module 8
February 27 –
March 3

What Will We Study?

- How do I effectively present information?
- Midterm Exam

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 8 [1].
- View Schlobohm's Chapter 8 Video [19].
- View supplemental video resource (link to be provided in class).

What is Due?

By 11:59 pm on Monday, March 6, complete the **Midterm Exam** on eLearning. Instructions will be provided in class.

By 11:59pm on Monday, March 6, submit your **Individual Proposal, worth 100 points of your Individual Project**, (see Assignments in the Course Syllabus) via eLearning. Note: you must also submit to the Turnitin Link on the Module 8 page.

By 11:59pm on Monday, March 6, upload your **Individual Presentation Slides** as a PPT via eLearning. (*Low-Impact Assignment*). *Submit as a PDF if you are using a different platform than PowerPoint.*

Module 9
March 6 - 10

What Will We Study?

- How can I get a job?
- Introduction to Resume and Cover Letter Assignment
- Begin Individual Presentations (3)

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 9 [1].
- View Ryan's Chapter 9 Video [22].
- Read Resume and Cover Letter Instructions
- View supplemental video resource (link to be provided in class).

What is Due?

By 11:59pm on Monday, March 13, have your Team Liaison upload *will be allocated for formal individual presentations (3 speakers). The door will be locked promptly at the start of class time as a courtesy to the presenters.* Please arrive to class on time, or be prepared to sit outside until the first presenter has

Note: The first 30 minutes of class time will be allocated for formal individual presentations (3 speakers). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenter has completed his/her speech. There will be 45 minutes of lecture and discussion after individual presentations. **Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.**

What Will We Study?

- What other documents might I use in the workplace?
- Individual Presentations (4)

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 7 [1].
- View Lambert's Chapter 7 Video [24].
- Research as a team this week and begin to draft your team project.

Module 10
March 20 - 24

What is Due?

By 11:59pm on Monday, March 27, post your *Instructions to the Module 10 Discussion Board area.* You must reply to at least two posts to receive credit for this activity. Additional instructions on how to complete this activity will be given in class. (*Low-Impact Assignment*)

Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

Note: The first 40 minutes of class time will be allocated for formal individual presentations (4 speakers). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenter has completed his/her speech. There will be 35 minutes of lecture and discussion after individual presentations.

What Will We Study?

- What does my online presence say about me?
- Individual Presentations (2)

How Should I Prepare for Class?

- Read Schlobohm and Ryan Chapter 10 [1].
- View Schlobohm's Chapter 10 Video [25].
- Read Virginia Tech's Webpage, "Your Online Presence: Social & Professional Media" [26].
- View NY1's "How Your Social Media Presence Can Affect Your Job Search"
- [27].
- View supplemental video resource (link to be provided in class).

Module 11
March 27 – 31

What is Due?

By 11:59pm on Monday, April 3, submit your **Resume Package**, 100 points, (see Assignments in the Course Syllabus) via eLearning.

Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

Note: The first 20 minutes of class time will be allocated for formal individual presentations (2 speakers). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenter has completed his/her speech. There will be 55 minutes of lecture and discussion after individual presentations.

What Will We Study?

- Individual Presentations (5)

How Should I Prepare for Class?

- Research for your Team Project.
- View supplemental video resource (link to be provided in class).

Module 12
April 3 - 7

What is Due?

Before 11:59 pm on Monday, April 10, *Low-Impact Assignment (to be announced)*

Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

Note: The first 50 minutes of class time will be allocated for formal individual presentations (5 speakers). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenter has completed his/her speech. You will have 25 minutes of class time to work with your team members on the project.

What Will We Study?

- Conclude Individual Presentations (5)

How Should I Prepare for Class?

- Work on your Team report and presentation outside class.
- There are no readings required Module 13. Your team should be finalizing your report and presentation.

Module 13
April 10 - 14

What is Due?

By 11:59pm on Monday, April 17, *submit the slides for your Team Report on eLearning. (Low-Impact Assignment)*

Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

Note: The first 50 minutes of class time will be allocated for formal individual presentations (5 speakers). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenter has completed his/her speech. You will have 25 minutes of class time to work with your team members on the project or meet with me to discuss the status of your team members on the project or meet with me to discuss the Status of your Team Project.

What Will We Study?

- What have other teams researched this semester?

How Should I Prepare for Class?

- Be prepared to present your Team Project (see Assignments in the Course Syllabus) as a team.

What is Due?

Module 14
April 17 - 21

By 11:59pm on Monday, April 24, submit your **Team Report** on eLearning to both the graded assignment link and the Turnitin link.

Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

Note: The full class time will be allocated for formal team presentations (2-3 teams). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenters have completed their presentations.

What Will We Study?

- What have other teams researched this semester?
- Final Exam Review

How Should I Prepare for Class?

- Be prepared to present your Team Project (see Assignments in the Course Syllabus) as a team.

Module 15
April 24 - 28

What is Due?

No assignments are due during Module 15 as you prepare for the Final Exam.

Note: Students who are absent on presentation days will lose 20 points from their professionalism score at the end of the semester, even if it is their first and only absence.

Note: The full class time will be allocated for formal team presentations (2-3 teams). The door will be locked promptly at the start of class time as a courtesy to the presenters. Please arrive to class on time, or be prepared to sit outside until the first presenters have completed their presentations.

Final Exam

May 2 - 8

Final Exam Times TBA

References

- [1] M. Schlobohm and C. Ryan, Business and Technical Communication: A Guide to Writing Professionally, Revised 2nd ed., Dubuque: Kendall-Hunt Publishing, 2013.
- [2] J. Glauser, Course Introduction [Video].
- [3] Purdue Online Writing Lab, Writing in Engineering, West Lafayette, IN: Purdue University, <https://owl.english.purdue.edu/owl/section/4/19/> (Accessed: August 17, 2016)
- [4] C. Ryan, Chapter 1 Lecture [Video].
- [5] C. Lambert, Appendix A Lecture [Video].
- [6] M. Marshall, "Talk Nerdy to Me," (Ted Talks) [Video]. Available: https://www.youtube.com/watch?v=y66YKWz_sf0 (Accessed: August 17, 2016).
- [7] Purdue OWL, "Professional Technical Writing" [Index]. Available: <https://owl.english.purdue.edu/owl/section/4/16> (Accessed: August 17, 2016).
- [8] M. Hernandez Katz, Chapter 4 Lecture [Video].
- [9] T. Wuhec, "Build a Tower, Build a Team" (Ted Talks), [Video]. Available: http://www.ted.com/talks/tom_wujec_build_a_tower (Accessed: November 8, 2015).
- [10] M. Hernandez Katz, Chapter 2 Lecture [Video].
- [11] U.S. Copyright Office, Copyright Basics. Washington, DC: U.S. Copyright Office, 2012, <http://www.copyright.gov/circs/circ01.pdf>
- [12] Lambert, Carie, Style Notes, Richardson, TX: Author, 2013.
- [13] J. Treasure, "Five Ways to Listen Better" (Ted Talks), [Video]. Available: http://www.ted.com/playlists/92/listen_up (Accessed: November 8, 2015).
- [14] J. Glauser, Chapter 3 Lecture [Video].
- [15] C. Lambert, Chapter 6 Lecture [Video].
- [16] InfluenceAtWork. November 26, 2012. "Science of Persuasion" [Video]. Available: <https://www.youtube.com/watch?v=cFdCzN7RYbw> (Accessed: August 17, 2016).
- [17] C. Lambert, Chapter 5 Lecture [Video].
- [18] Devon Dean. May 19, 2014. "Project Proposal Writing: How to Write a Winning Project Proposal." Project Management Videos [Video]. Retrieved from https://www.youtube.com/watch?time_continue=450&v=jsGBuu88WE0 (Accessed: August 17, 2016).
- [19] M. Schlobohm, Chapter 8 Lecture [Video].
- [20] J. Kowan, "How I Beat Stage Fright" (Ted Talks), [Video]. Available: http://www.ted.com/talks/joe_kowan_how_i_beat_stage_fright (Accessed: August 26, 2016).
- [21] Jefferys, J., Killer Presentation Skills, October 23, 2006, <http://www.youtube.com/watch?v=whTwjG4ZlJg> (Accessed: November 29, 2015).
- [22] C. Ryan, Chapter 9 Lecture [Video].
- [23] Howdini.com, "How to Get A Job Interview" [Video]. Available:

https://www.youtube.com/watch?time_continue=181&v=2228sHOD5eY (Accessed: August 17, 2016).

[24] C. Lambert, Chapter 7 Lecture [Video].

[25] M. Schlobohm, Chapter 10 Lecture [Video].

[26] Virginia Tech, "Your Online Presence: Social & Professional Media" [Webpage].

Available: http://career.vt.edu/job-search/presenting_yourself/online-identity.html
(Accessed: August 17, 2016).

[27] Lindsay Pollack, "NY1 Interview: How Your Social Media Presence Can Affect Your Job Search" [Video]. Available: <https://www.youtube.com/watch?v=K5lbBBK7eoQ>. (Accessed: August 17, 2016).