

## ENGLISH 202D: BUSINESS WRITING

Instructor: Phillip Zapkin  
 Email: [pzz17@psu.edu](mailto:pzz17@psu.edu)

Office Location: Burrowes 017  
 Office Hours: Wed 1-3PM and Th 6-7PM

Fall 2023-- Willard Building 071  
 ~Section 039: TuTh 12:05-1:20PM  
 ~Section 042: TuTh 1:35-2:50PM  
 ~Section 050: TuTh 4:35-5:50PM



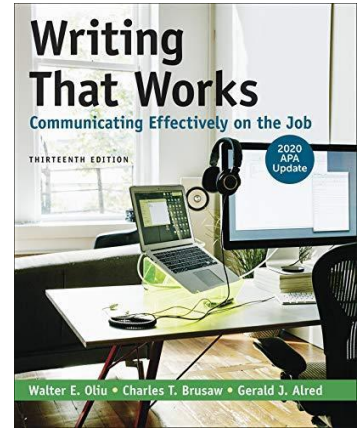
**"In response to your request for better communications, I'm going to increase my lengthy explanations by 50%."**

### COURSE DESCRIPTION

English 202D introduces students to the conventions, genres, and strategies of business communication. In particular, this course focuses on skills in critical analysis, document design, reader-centered writing, and professional discourse.

### REQUIRED TEXTBOOK

Oliu, Walter E., Charles T. Brusaw, and Gerald J. Alred. *Writing That Works: Communicating Effectively on the Job*. 13<sup>th</sup> ed., Bedford/St. Martin's, 2020. ISBN: 978-1-319-36152-5.



### COURSE REQUIREMENTS AND GRADING

Project	Grade Weight
Topic Approval Proposal (TAP)	10%
Correspondence Packet (CP)	15%
Job Application Documents (JAD)	20%
Document Design (DD)	15%
Funding Request Pitch (FRP)	15%
Peer Reviews	15%
Participation	10%
<b>Total</b>	<b>100%</b>

\*\*\*You must hand in *all major projects* to pass this course\*\*\*

- Each project has a detailed assignment sheet available on Canvas, which we will discuss in class.
  - If you're unsure of what an assignment requires, please ask me in class, during office hours, or over email.
- Each assignment will be due by 11:59PM ET on the date specified. Submitting a project after the specified deadline will result in the loss of one full letter grade per late day; submitting peer review feedback late will result in the loss of one point per day late.
- Each project (except the FRP) will be peer reviewed and you will review a partner's draft before the submission deadline. Use the feedback you get to improve your project. Peer review feedback will be graded out of ten points.
- Each project should be grammatically and stylistically polished. Each project should exhibit correct formatting for that type of document. Grading will reflect the seriousness with which these matters are frequently viewed in the professional world.

### ~Participation

Participation is crucial to our classroom community—this is an interactive class where, in large part, what you get out of the course depends on what you put in. The participation grade is a holistic and comprehensive grade evaluating your contributions over the semester to full class discussions, group work/discussions, writing conferences, and attendance.

- Writing Conferences: Coming to discuss your work, writing, or ideas with me during office hours will add  $\frac{1}{3}$  letter grade toward your participation grade per visit. Especially if you're nervous about talking in class, this can be a great way to simultaneously get useful feedback and boost your participation score.

### GRADING SCALE

This class uses the LionPATH standard grading scale to determine final course grades:

Letter Grade	Point Range
A	94-100
A-	90-93.99
B+	87-89.99
B	84-86.99
B-	80-83.99
C+	77-79.99
C	70-76.99
D	60-69.99
F	0-59.99

### POLICIES

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#### ATTENDANCE

You are allowed to miss two classes with no penalty to your grade. *Each class missed beyond those two will cost  $\frac{1}{3}$  of a letter from your overall course grade.*

- Excused absences do not count against your grade. In order for an absence to be excused you must discuss it with me as early as possible beforehand (at least 24 hours). Reasons for excused absences may include: religious holidays, military service, university required activities (i.e., participation in a university sports team), or severe illness or injury.
  - Quarantining for Covid-19 will count as an excused absence.
- If you miss class, *it is your responsibility to make up the missed material.* Ask a classmate to take notes for you, come to office hours, and/or email me as soon as possible, preferably before the missed class period.
- Be aware: you can fail a class for non-attendance regardless of the quality of written work done.

#### ACADEMIC INTEGRITY

Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts.

Academic integrity includes a commitment by all members of the University community not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.

You must complete this work entirely on your own. You may not assist other students or use any online sites (e.g., Course Hero or Chegg), technologies (e.g., ChatGPT, language translators), tools, or sources that are prohibited.

#### ACCESSIBILITY: DISABILITY ACCOMMODATION

Penn State welcomes students with disabilities into the University's educational programs. Every Penn State campus has an office for students with disabilities. The Student Disability Resources Web site provides contact information for every Penn State campus ([equity.psu.edu/student-disability-resources/disability-coordinator](https://equity.psu.edu/student-disability-resources/disability-coordinator)). For further information, please visit the Student Disability Resources website at [equity.psu.edu/sdr](https://equity.psu.edu/sdr).

In order to receive consideration for reasonable accommodations, you must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation ([equity.psu.edu/student-disability-resources/applying-for-services](https://equity.psu.edu/student-disability-resources/applying-for-services)). If the documentation supports your request for reasonable accommodations, your [campus's disability services office](#) will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. You must follow this process for every semester that you request accommodations.

#### EDUCATION EQUITY: AFFIRMATIVE ACTION

Penn State takes great pride to foster a diverse and inclusive environment for students, faculty, and staff. Acts of intolerance, discrimination, or harassment due to age, ancestry, color, disability, gender, gender identity, national origin, race, religious belief, sexual orientation, or veteran status are not tolerated and can be reported through Educational Equity via the [Report Bias webpage](https://equity.psu.edu/reportbias/) ([equity.psu.edu/reportbias/](https://equity.psu.edu/reportbias/)).

#### COUNSELING AND PSYCHOLOGICAL SERVICES

Many students at Penn State face personal challenges or have psychological needs that may interfere with their academic progress, social development, or emotional wellbeing. The university offers a variety of confidential services to help you through difficult times, including individual and group counseling, crisis intervention, consultations, online chats, and mental health screenings. These services are provided by staff who welcome all students and embrace a philosophy respectful of clients' cultural and religious backgrounds, and sensitive to differences in race, ability, gender identity and sexual orientation.

- Counseling and Psychological Services (CAPS): 814-863-395,
  - <https://studentaffairs.psu.edu/counseling>
- Penn State Crisis Line (24 hours/7 days/week): 877-229-6400
- Crisis Text Line (24 hours/7 days/week): Text LIONS to 741741

#### STANDARDS OF CLASSROOM BEHAVIOR

Classroom behavior should always reflect the essential Penn State values of civility, integrity, and respect for the dignity and rights of others. As such, the classroom space should be safe, orderly, and positive—free from disruptions, disorderly conduct, and harassment as defined in the University Code of Conduct (<https://studentaffairs.psu.edu/student-accountability/code-procedures/student-code-conduct>). The

University Code of Conduct defines disruption “as an action or combination of actions by one or more individuals that unreasonably interferes with, hinders, obstructs, or prevents the operation of the University or infringes on the rights of others to freely participate in its programs and services;” disorderly conduct includes but is not limited to “creating unreasonable noise; pushing and shoving; creating a physically hazardous or physically offensive condition;” and harassment may include “directing physical or verbal conduct at an individual. . .; subjecting a person or group of persons to unwanted physical contact or threat of such; or engaging in a course of conduct, including following the person without proper authority (e.g., stalking), under circumstances which would cause a reasonable person to fear for his or her safety or the safety of others or to suffer emotional distress” (Section IV, B). The course instructor has the authority to request that any disruptive students leave the class for the class period. If disruptive behavior continues in subsequent class periods, a complaint may be filed with the Office of Student Conduct, which may result in the student being dismissed from class until University procedures have been completed. Any student with concerns or questions as to this policy should contact the Director of the Program in Writing and Rhetoric.

#### LAND ACKNOWLEDGEMENT STATEMENT

The Pennsylvania State University campuses are located on the original homelands of the Erie, Haudenosaunee (Seneca, Cayuga, Onondaga, Oneida, Mohawk, and Tuscarora), Lenape (Delaware Nation, Delaware Tribe, Stockbridge-Munsee), Shawnee (Absentee, Eastern, and Oklahoma), Susquehannock, and Wahzhazhe (Osage) Nations. As a land grant institution, we acknowledge and honor the traditional caretakers of these lands and strive to understand and model their responsible stewardship. We also acknowledge the longer history of these lands and our place in that history.

#### COURSE SCHEDULE

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This schedule is subject to change by me. I will notify you ahead of time in class and/or by email of any changes.

Readings Key: *WTW*= *Writing that Works*, *CA*=Canvas, *LIL*=LinkedIn Learning

#### WEEK I

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##### ❖ Tues. 22 Aug.: Introducing Ourselves; Introducing English 202D

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- Homework for Next Class:
  - Read Syllabus
  - On CA, read:
    - Topic Approval Proposal Assignment Sheet
    - Funding Request Pitch Assignment Sheet
    - “ChatGPT: US Lawyer Admits Using AI for Case Research”
    - “AI Lies”
    - “The Writing Instructor’s Approach to Grading”
  - On CA, watch:
    - “5 Key Principles for Business Writing”
    - “Brainstorming”
    - “Logging in to LinkedIn Learning”

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❖ Thurs. 24 Aug.: Discuss the Syllabus; Introduce TAP; Key Principles of Business Writing; Finding a Group; Brainstorming Potential TAP Topics

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- Homework for Next Class:
  - In *WTW*, read:
    - “Writing Systematically” pp. 4-13
    - “Writing Persuasively” pp. 21-29
    - “Keeping Your Audience in Mind” pp. 42-43
  - On CA, watch:
    - “Audience Awareness”
    - *LIL*: “Determining the Three Elements of a Strong Purpose”
    - *LIL*: “Designing the Content of Your Message”

WEEK 2

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❖ Tues. 29 Aug.: Planning Business Messages; Anticipating Readers’ Needs

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- Homework for Next Class:
  - In *WTW*, read:
    - “Planning and Writing Proposals” pp. 403-408
    - “Collaborating on Content” pp. 75-88
  - On CA, watch:
    - *LIL*: “Making Your Writing Concise”
    - *LIL*: “Making Your Writing Conversational”

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❖ Thurs. 31 Aug.: Drafting Effective Proposals

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- Homework for Next Class:
  - In *WTW*, read:
    - “Conducting Research” pp. 94-129
    - “Designing Letters” pp. 263-268
  - On CA, read:
    - “Formatting A Business Letter Sample”
    - TAP Samples I-3
  - On CA, watch:
    - “Formatting a Business Letter”

WEEK 3

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❖ Tues. 5 Sept.: Business Letter Formatting; Analyze Student TAP Samples

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- Homework for Next Class:
  - TAP Peer Review Draft
  - In *WTW*, read:
    - “Revising a Document” pp. 46-48
    - “Proofreading” pp. 61-62
  - On CA, read:
    - “Revision Strategies”
  - On CA, watch:
    - “Peer Reviewing”

- “Grading and Standards”
- “Submitting a Project and Downloading Feedback”

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❖ Thurs. 7 Sept.: TAP Peer Review

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- **Due Today:**
  - Before Class: TAP Peer Review Draft
  - By 11:59PM ET: TAP Peer Review Feedback
- Homework for Next Class:
  - By 11:59PM ET: **Topic Approval Proposal**
  - On CA, read:
    - Correspondence Packet Assignment Sheet
  - In *WTW*, read:
    - “Routine and Positive Messages” pp. 277-287
  - On CA, watch:
    - “Positive/Neutral Messages”
    - *LIL*: “Presenting Information”

WEEK 4

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❖ Tues. 12 Sept.: Introduce CP; Writing Positive and Neutral Messages

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- **Due Today:**
  - By 11:59PM ET: **Topic Approval Proposal**
- Homework for Next Class:
  - In *WTW*, read:
    - “Sensitive and Negative Messages” pp. 287-298
  - On CA, read:
    - “Jack Dorsey’s Layoff Letter to Twitter’s Staff”
    - “Microsoft Just Laid Off Thousands of Employees with a Hilariously Bad Memo”
    - “Target Email”
  - On CA, watch:
    - “Negative Messages and Bad News”
    - “Direct vs. Indirect Rhetoric”
    - *LIL*: “Presenting Bad News”

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❖ Thurs. 14 Sept.: Writing and Analyzing Negative Messages

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- Homework for Next Class:
  - In *WTW*, read:
    - “Writing Emails, Memos, and Letters” pp. 243-264
  - On CA, read:
    - “Crash Course in Rhetorical Appeals”
    - “Formatting a Memo Sample”
  - On CA, watch:
    - “Rhetorical Appeals”
    - “The AIDA System”
    - “Formatting a Memo”

- “Writing a Professional Email”

## WEEK 5

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### ❖ Tues. 19 Sept.: Rhetoric and Persuasive Messages; Formatting Memos and Emails

- Homework for Next Class:
  - CP Peer Review Draft

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### ❖ Thurs. 21 Sept.: CP Peer Review

- **Due Today:**
  - Before Class: CP Peer Review Draft
  - By 11:59PM ET: CP Peer Review Feedback
- Homework for Next Class:
  - By 11:59PM ET: **Correspondence Packet**
  - On CA, read:
    - Job Application Documents Assignment Sheet
    - “Career Coaches on the Biggest Mistakes People Make in the Job Search”
  - In *WTW*, read:
    - “Conducting the Job Search” pp. 497-505
  - On CA, watch:
    - “Searching for Jobs”
    - *LIL*: “Find the Right Job Postings”

## WEEK 6

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### ❖ Tues. 26 Sept.: Introduce JAD; Searching for Jobs

- **Due Today:**
  - By 11:59PM ET: **Correspondence Packet**
- Homework for Next Class:
  - In *WTW*, read:
    - “Preparing and Effective Resume” pp. 505-533
  - On CA, read:
    - JAD Samples I-3
    - “Guidelines for Resumes and Application Letters”
    - “Generic Resume Model”
  - On CA, watch:
    - “Critically Reading Job Ads”
    - “Generic Resume Design”
    - *LIL*: Chapter 2—“Customizing the Basic Resume Components” (4 videos)

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### ❖ Thurs. 28 Sept.: Generic Resumes; Critically Reading Job Ads; Analyze Student JAD Samples

- Homework for Next Class:
  - In *WTW*, read:
    - “Promoting Your Skills for a Successful Job Search” pp. 492-497
  - On CA, read:
    - “Aurora Program Leader Job Call”
    - “Aurora Resume\_Untailored”

- On CA, watch:
  - “Tailoring Targeted Resumes”
  - “Personal Branding”
  - “Demographic Information in Job Applications”
  - *LIL*: Chapter 3—“Upgrading Your Resume” (3 videos)
  - *LIL*: Chapter I—“Personal Branding Basics” (4 videos)

## WEEK 7

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### ❖ Tues. 3 Oct.: Tailoring Targeted Resumes; Personal Branding

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- Homework for Next Class:
  - In *WTW*, read:
    - “Writing an Effective Letter of Application” pp. 533-539
  - On CA, read:
    - “Application Letter Template”
    - “How a Tenacious Summer Analyst Applicant Got Laughed at by Goldman, Morgan, and Everyone Else on Wall Street”
  - On CA, watch:
    - “Writing and Tailoring Application Letters”

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### ❖ Thurs. 5 Oct.: Writing and Tailoring Application Letters

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- Homework for Next Class:
  - JAD Peer Review Draft
  - In *WTW*, read:
    - “Completing a Job or an Internship Application Form” pp. 540-542

## WEEK 8

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### ❖ Tues. 10 Oct.: JAD Peer Review

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- **Due Today:**
  - Before Class: JAD Peer Review Draft
  - By 11:59PM ET: JAD Peer Review Feedback
- Homework for Next Class:
  - By 11:59PM ET: **Job Application Documents**
  - In *WTW* read:
    - “Doing Well in the Interview” pp. 543-548
    - “Sending Follow-Up Correspondence” pp. 548-551
  - ON CA, read:
    - “Career Experts on the Best Way to Answer ‘Why Do You Want to Work Here?’”
  - On CA, watch:
    - “Succeeding in an Interview”
    - “How to Dress for a Job Interview”
    - *LIL*: “How to Rock an Interview” (whole course)



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❖ Thurs. 12 Oct.: Job Interviews

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- **Due Today:**
  - By 11:59PM ET: **Job Application Documents**
- Homework for Next Class:
  - On CA, read:
    - Document Design Assignment Sheet
  - In *WTW*, read:
    - “Understanding Design Principles” pp. 154-155
    - “Designing Documents” pp. 155-163
  - On CA, watch:
    - “Serif and Sans Serif Fonts”
    - *LIL*: “Understanding the PARC System”
    - *LIL*: “Understanding the Importance of Type”
    - *LIL*: “Understanding the Importance of Color”

WEEK 9

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❖ Tues. 17 Oct.: Introduce DD; Basics of Visual Rhetoric (Still Images)

- Homework for Next Class:
  - In *WTW*, read:
    - “Creating Visuals” pp. 163-200

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❖ Thurs. 19 Oct.: *Meet in Pattee Library Media Commons W140*; Visual Design Using Adobe Creative Cloud Express

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- Homework for Next Class:
  - On CA, watch:
    - *LIL*: “Build a Social Media Marketing Strategy” (whole course)

WEEK 10

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❖ Tues. 24 Oct.: *Meet in Pattee Library Media Commons W140*; Video Editing with iMovie

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- Homework for Next Class:
  - On CA, watch:
    - “Ask for the Moon—Chanel Fragrance”
    - “Wild Animal Jeep Liberty TV Commercial HD”
    - “ZzzQuil – OTC Sleep Aid Commercial”

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❖ Thurs. 26 Oct.: Basics of Visual Rhetoric (Video); Analyze Commercials

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- Homework for Next Class:
  - In *WTW*, read:
    - “Writing in an Online Environment” pp. 205-234
  - On CA, watch:
    - “Writing for Digital Spaces”

## WEEK 11

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### ❖ Tues. 31 Oct.: Composing for Digital Audiences/Spaces

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- Homework for Next Class:
    - DD Peer Review Draft
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### ❖ Thurs. 2 Nov.: DD Peer Review

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- **Due Today:**
  - Before Class: DD Peer Review Draft
  - By 11:59PM ET: DD Peer Review Feedback
- Homework for Next Class:
  - By 11:59PM ET: **Document Design**
  - On CA, reread:
    - Funding Request Pitch Assignment Sheet
  - In *WTW*, read:
    - “Writing Informal Reports” pp. 313-331
  - On CA, watch:
    - “Synthesizing Researched Sources”

## WEEK 12

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### ❖ Tues. 7 Nov.: Introduce FRP; Informal Reports

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- **Due Today:**
    - By 11:59PM ET: **Document Design**
  - Homework for Next Class:
    - In *WTW*, read:
      - “Preparing and Delivering Presentations” pp. 453-474
      - “Conducting Productive Meetings” pp. 477-486
    - On CA, read:
      - “3 Tricks to Get People to Actually Listen to Your Presentations”
    - On CA, watch:
      - “Academic Presentations”
      - *LIL*: “Speaking Confidently and Effectively” (whole course)
      - *LIL*: “Meeting Facilitation” (whole course)
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### ❖ Thurs. 9 Nov.: *No Class; Phillip is Out of Town*

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## WEEK 13

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### ❖ Tues. 14 Nov.: Crash Course in Public Speaking; Running A Meeting;

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- Homework for Next Class:
  - On CA, watch:
    - “Designing a Powerpoint Presentation”
    - “The Best Pitch Ever! The Best of Shark Tank”
    - “Shark Tank / Fairy Shoes / Worst Pitch Ever”
    - *LIL*: “Powerpoint: Eight Easy Ways to Make Your Presentation Stand Out” (whole course)

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❖ Thurs. 16 Nov.: Designing A Powerpoint Presentation; Analyzing *Shark Tank* Pitches

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- Homework for Next Class:
  - In *WTW*, read:
    - “Listening” pp. 474-476
  - On CA, watch:
    - “Active Listening”
    - *LIL*: Chapter 4—“How to Actively Listen” (6 videos)

WEEK 14

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❖ Tues. 21 Nov.: *No Classes—Thanksgiving Recess*

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❖ Thurs. 23 Nov.: *No Classes—Thanksgiving Recess*

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WEEK 15

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❖ Tues. 28 Nov.: Critical Listening; Responding to Q&As

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❖ Thurs. 30 Nov.: *Optional Class*; FRP Practice

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WEEK 16

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❖ Tues. 5 Dec.: Funding Request Pitches

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- Homework for Next Class:
  - By 11:59PM ET: **FRP Visuals**

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❖ Thurs. 7 Dec.: Funding Request Pitches, cont.

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- **Due Today:**
  - By 11:59PM ET: **FRP Visuals**
- Homework for Next Class:
  - By 11:59PM ET: FRP Funding Awards

WEEK 17

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❖ Mon. 11 Dec.: FRP Funding Awards

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- **Due Today:** By 11:59PM ET: **FRP Funding Awards**