

# Business and Professional Writing

Organizational Rhetoric and Writing  
ENGL 400 I Fall 2011

*This calendar will be updated throughout the semester as needed. Daily lesson plans and updates will be posted to the course blog.*

Date	In Class	Assignment for Next Time
ONE	Course Introduction	
Wednesday, August 31	<p>Course Introduction</p> <p>Icebreaker</p> <p><i>The Office</i>, "Conflict Resolution"</p> <p>Paper Plane Exercise</p>	<p><b>Review:</b> Syllabus, Calendar, Course Communication Guidelines, and "No Nonsense Attendance Policy"</p> <p><b>Read:</b> <i>TCT</i>, Ch. 1-2, 21 and "Antidosis"</p> <p><b>Register:</b> Course Site (Wordpress)</p> <p><b>Post:</b> What is the role of writing and persuasion in the work of organizations? (Comment on another student's post as well.)</p>
TWO	Organization Formation	
Wednesday, September 7	<p>Organizational Rhetoric and Writing (ppt.)</p> <p>Project Introduction/Brainstorm</p> <p>Examine Sample Pitches</p>	<p><b>Prepare:</b> Organizational Pitch</p> <p><b>Read:</b> <i>TCT</i>, Ch. 11</p>
THREE	Organization Formation	
Wednesday, September 14	<p><b>Organization Idea Pitch Day</b></p> <p>Vote on Pitches</p> <p>Discuss Application Project: Job Ads and Management Profile Components and Job Application Letters (ppt.)</p>	<p><b>Post:</b> Comment on Pitches</p> <p><b>Post:</b> Job Ads by Monday, Sept 19 (end of business)</p>
FOUR	Organization Formation	
Wednesday, September 21	<p>Pitch Postmortem</p> <p>Discuss Organization Plan</p> <p>Discuss pdf creation</p>	<p><b>Read:</b> <i>TCT</i>, Ch. 3 and <i>TW</i>, Ch. 1-4</p> <p><b>Submit:</b> Job Letters by Friday, Sept. 23 (end of business)</p> <p><i>Project Managers should begin reviewing application materials and making hiring decisions. Teams to be in place before the start of class, Wed., Sept. 28.</i></p>

FIVE	Organization Formation	
Wednesday, September 28	First Team Meeting (connect and plan)  Teamwork Discussion, Part 1 (ppt.)  Teamwork Exercise: Silent Collaboration  Announce Team Presentations on Online Collaboration Tools	<b>Read and Review:</b> Assignment Sheet and <i>TCT</i> , CH. 8  <b>Prepare:</b> Organization Plan  <b>Revisit:</b> <i>TW</i> , Ch. 1-4  <b>Research:</b> Online Collaboration Tools (e.g., GoogleDocs, Wridea, Writeboard, Zoho, PBWorks)
SIX	Organization Plan	
Wednesday, October 5	<b>Application Project Due</b> (email as pdf)  Teamwork Discussion, Part 2 (ppt.)  Team Research Presentations	<b>Read:</b> <i>TW</i> , Ch. 5-6 and <i>TCT</i> , Ch. 9
SEVEN	Organization Plan	
Wednesday, October 12	<b>Organization Plan Due</b> (email as pdf)  Introduce Documentation Project  Conferences: Discuss Plans and Work Logs  Teamwork Discussion, Part 3	<b>Post:</b> Team and Individual Work Logs (Friday)  <b>Read:</b> <i>TCT</i> , Ch. 16 and 18 and TBA Document Design Readings
EIGHT	Organization @ Work	
Wednesday, October 19	Document Design Lecture and Discussion (ppt.)  Document Design Exercise  <i>Helvetica</i> Screening	<b>Post:</b> Team and Individual Work Logs (Friday)  <b>Read:</b> <i>TCT</i> , Ch. 4, “Just Say ‘No’ to Ethical Dilemmas” and “Why We Fight Over Foreign Policy”
NINE	Organization @ Work	
Wednesday, October 26	Professional Ethics Discussion/Lecture (ppt.)  Professional Ethics Exercise  Introduce Project Midterm Report	<b>Read:</b> <i>TW</i> , Ch. 7-8 and <i>TCT</i> , Ch. 23  <b>Post:</b> Team and Individual Work Logs (Friday)  <b>Revisit:</b> <i>TCT</i> , Ch. 21 and 9

TEN	Midterm Project Report	
Wednesday, November 2	Organizations and Social Media  Discuss Report Writing  Team Work Day	<b>Prepare:</b> Oral Presentations  <b>Post:</b> Team and Individual Work Logs (Friday)  <b>Read:</b> “Unframing Models of Public Distribution: From Rhetorical Situation to Rhetorical Ecologies” and “ASCOPE”
ELEVEN	Organization @ Work	
Wednesday, November 9	<b>Midterm Project Reports Due</b> (email as pdf)  Oral Presentations/Discussion/Q&A  Rhetorical Ecologies Lecture/Discussion (ppt.)  Rhetorical Ecologies Exercise/Analysis/Show&Tell	<b>Post:</b> Team and Individual Work Logs (Friday)  <b>Read:</b> Porter et al.
TWELVE	Organization @ Work	
Wednesday, November 16	<b>Revision of Midterm Project Reports Due</b> (not required)  Institutional Critique Lecture/Discussion (ppt.)  Institutional Critique Exercise	<b>Post:</b> Team and Individual Work Logs (Friday)
THIRTEEN	Organization @ Work	
Wednesday, November 23	(Re)Introduce Postmortem  Introduce Presentations	<b>Post:</b> Team and Individual Work Logs (Wednesday)  <b>Revisit:</b> <i>TCT</i> , Ch. 21
FOURTEEN	Postmortem	
Wednesday, November 30	Team Work Day  <b>Conferences</b>	<b>Post:</b> Team and Individual Work Logs (Friday)
FIFTEEN	Postmortem	
Wednesday, December 7	<b>Oral Reports</b> (Q&A to follow)  <b>Postmortems Due</b> (email as pdf)	<b>Individual Documentation Project Due</b> (email as pdf)