MPPR-703-40: BUSINESS WRITING  
GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications  
Wednesday, 6:00 p.m. - 9:20 p.m. | Summer 2015

Instructor: Michael Long  
Downtown campus, room C221  
• Office hours are by appointment.

COURSE OVERVIEW
Students learn to produce professional correspondence, brief biographies, deals memos, and other documents common in business. In addition, students will be exposed to the basics of grantwriting, and will review practical rules for grammar and punctuation. Each topic will be covered for two to four weeks beginning with a lecture, followed by homework, reinforcing and supplemental discussion, and in-class review by the instructor and other students.

COURSE OBJECTIVES
By the end of the semester, students will:

• Students will be able to write effective business documents;  
• Students will be able to recognize and deploy the key elements of business documents;  
• Students will have strengthened their writing and editing skills; and  
• Students will have a strong sense of how to write and edit well under time constraints.

REQUIRED READING
No books are required. Any reading will be distributed in class.

ATTENDANCE
As outlined by the university, missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). **Absences for classes, beyond the initial two, will result in further reduction of the final grade.** If you are absent for more than four classes, you will be in danger of failing this course.

Punctual attendance is critical. If you have to miss a class – family emergency, medical emergency or other act of God – you must let the instructors know in advance and work out a proposal for making up whatever work you will miss. Exceptions will be made only in extraordinary circumstances.

CLASSROOM ETIQUETTE, CLASS PARTICIPATION AND OTHER GUIDELINES
A successful class depends on the active engagement of all students. Students should turn off all cell phones, pagers or other communication devices while in class. Class discussions should be respectful and considerate of others’ views and opinions. What happens in class stays in class unless you receive permission from the instructor to share something.

Students should be seated and prepared for class to begin by its start time. Notify your instructor by email or text if you will be late, and why. Students who are consistently late for class may see their final
grade reduced.

Do not submit assignments with printing on the back of a page. Doing so will result in a lowering of your grade.

Submit multi-page assignments bound by a staple only. Do not submit papers loose or held together with a paperclip, a fold, or anything other than a staple.

On the first page of your assignment and in the upper right-hand corner, write your name, Business Writing, and the date the work is turned in.

ASSIGNMENTS
Correspondence Sets #1 & #2
Essay versions master/edit/corrected
Deal Memos #1 & #2
Proofing Exams #1, #2, and #3
Deal Memo #2
Executive bios #1, #2, and #3
Resume
Marketing Letters #1, #2, #3, & #4
Resume
White Paper skeleton project
Style guide revision

Assignments with an asterisk will be collected at instructor’s discretion.

GRADING
Your course grade will be based on the following:

The instructor will assign letter grades instead of points because assigning points for writing can be arbitrary. (For example, there may be no significant difference between a paper marked 82 out of 100 and one marked 84 out of 100.)

All assignments have equal weighted value toward your final grade. (For example, the A you receive for writing a short press release will have the same impact on your final grade as the A you receive for writing a long speech.)

To calculate your grade, give yourself 1 point for each A, 2 points for each A-, 3 for each B+, etc. Add these numbers, then divide that sum by the total number of grades. Aside from penalties for being absent or late (see previous sections of this syllabus), the quotient is your current overall grade. (For example, a student with two As, two A-s, two Bs and an F would get 2 points for the As, 4 points for the A-s, 8 points for the Bs and 7 points for the F, totaling 21 points. Divide 21 by the total number of grades: 21/7 =3. By the scale below, a 3.00 is a B+.)

Graduate course grades include A, A-, B+, B-, C and F. There are no grades of C+ or D.

A  1.00-1.49
B-  4.50-5.49
The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

UNIVERSITY RESOURCES
Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

• MPS Writing Resource Program
  202-687-4246
  http://writingcenter.georgetown.edu/

• Academic Resource Center
  202-687-8354 | arc@georgetown.edu
  http://ldss.georgetown.edu/

• Counseling and Psychiatric Services
  202-687-6985
  http://caps.georgetown.edu/

• Institutional Diversity, Equity & Affirmative Action (IDEAA)
  (202) 687-4798
  https://ideaa.georgetown.edu/

STUDENTS WITH DISABILITIES POLICY
Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; http://ldss.georgetown.edu/index.cfm) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM
All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:
In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM
Stealing someone else’s work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as “the act of passing off as one’s own the ideas or writings of another.” More guidance is available through the Gervase Programs at http://gervaseprograms.georgetown.edu/honor/system/53377.html. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out http://www.plagiarism.org.

SYLLABUS MODIFICATION
The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructor will make every effort to provide as much advance notice as possible for any alterations.
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<thead>
<tr>
<th>DATE/TOPIC</th>
<th>READING</th>
<th>ASSIGNMENTS</th>
<th>IN-CLASS ACTIVITIES</th>
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<tr>
<td>WEEK 1 (Wednesday, May 20)</td>
<td>Good Writing Practices &amp; Professional Correspondence</td>
<td>Assignment: Write Letter Set #1</td>
<td>LECTURE: Procedures and Syllabus</td>
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<td>LECTURE: Good writing practices</td>
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<td>LECTURE: Professional Correspondence</td>
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<td>WEEK 2 (Wednesday, May 27)</td>
<td>Professional Correspondence</td>
<td>Assignment: Write Letter Set #2 and review Letter Set #1 Submit: Letter Set #1 &amp; #2</td>
<td>Review Letter Set #1</td>
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<td>WEEK 3 (Wednesday, June 3)</td>
<td>Grammar, Punctuation &amp; Proofreading</td>
<td>Assignment: Write master essay/edit/corrected essay</td>
<td>LECTURE: Why Grammar, Punctuation, and Proofing Matter</td>
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<td>LECTURE: Real-World Guide to Grammar, Punctuation, and Proofing</td>
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<td>WEEK 4 (Wednesday, June 10)</td>
<td>Deal Memos</td>
<td>Submit: Master Essay Assignment: Write Deal Memo #1 Assignment: Prepare for Proofing Exam #1</td>
<td>Swap and proof essay with another student</td>
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<td>LECTURE: Deal Memos, Letters of Agreement, and Business Proposals</td>
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<td>WEEK 5 (Wednesday, June 17)</td>
<td>Deal Memos</td>
<td>In-class test: Proofing Exam #1 Submit: Deal Memo #1 Assignment: Deal Memo #2 Assignment: Prepare for Proofing Exam #2</td>
<td>Review and revise Deal Memo #1</td>
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<td>WEEK 6 (Wednesday, June 24)</td>
<td>Executive Bios</td>
<td>In-class test: Proofing Exam #2 Assignment: Write two bios, one for you and one</td>
<td>Review and revise Deal Memo #2</td>
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<td>LECTURE: Executive Bios</td>
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| WEEK 7 (Wednesday, July 1) | for someone you admire and know  
Assignment: Prepare for Proofing Exam #3 | Review and revise bios  
LECTURE: Resume formats |
|--------------------------|----------------------------------|----------------------------------|
| Resumes                  | In-class test: Proofing Exam #3  
Submit: Bios  
Assignment: Write resume according to lecture standards | |
| WEEK 8 (Wednesday, July 8) | Submit: Resumes  
Assignment: Writing Marketing letter | Review and revise resumes  
LECTURE: Fundraising and Marketing Letters |
| Marketing Letters        | Submit: Marketing Letter  
Assignment: Write three marketing letters by spec | Review and revise marketing letters |
| WEEK 9 (Wednesday, July 15) | Submit: Three marketing letters  
Assignment: Write white paper title, ToC, and opening | Review and revise three marketing letters  
LECTURE: Reports and White Papers |
| Marketing Letters        | Submit: White paper material  
Assignment: Revise document according to style guide | Review and revise white paper material  
LECTURE: Style guides |
| WEEK 10 (Wednesday, July 22) | Submit: Style guide assignment | LECTURE: Introduction to RFPs and Grantwriting |
| Reports & White Papers   | | |
| WEEK 11 (Wednesday, July 29) | | |
| Style Guide              | | |
| WEEK 12 (Wednesday, August 5) | | |
| Grant Writing            | | |