

Division of Business & Technical Writing

Course Descriptions

SPRING 2018

BTW 250 PRINCIPLES OF BUSINESS WRITING

This course teaches students to apply the principles of successful professional communication to business writing tasks. Students will also practice editing and supervising the writing of others. Assignments replicate typical business cases, scenarios, situations and cultures; they also deal with multiple audiences. They range in complexity, length, formatting demands, and the manipulating of genre. This course features an extended section on writing longer reports based on information collected, interpreted and compiled from several sources. **This course fulfills the campus Advanced Composition requirement.**

BTW 261 TECHNICAL AND SCIENTIFIC COMMUNICATION

This course teaches students to apply the principles of successful professional communication to a range of realistic cases in technical communication. It emphasizes flexible problem-solving skills and a clear style for communicating technical information to a range of readers. Students will also practice editing and supervising the writing of others. Assignments will include correspondence, instructions, proposals, and a technical report or similar project. **This course fulfills the campus Advanced Composition requirement.**

BTW 263 BE WRITING IN THE DISCIPLINES, Erickson. ONLINE

TOPIC: Writing Effectively—Forever

This course is for degree-seeking students who are not attending classes on campus yet need to complete a course that fulfills the university's Advanced Composition requirement.

The overarching goal of this online-only course is improving your ability to create effective texts throughout your career, and achieving that goal is likely to involve some adjustments to your mental models of what writing[verb] is, who is involved, where (they are involved in a writing[verb] process), why (they are involved), how (they are involved), and the likely ramifications (of their involvement). Genres will include memo, business letter, case study, proposal, schedule of deliverables, and training documents (e.g., instructions and procedures). There will be no regular class meetings, but there will be online office hours on weekends (and perhaps select weekday evenings). The course work is not self paced; assignment due dates will be prescribed by the instructor.

BTW 271 PERSUASIVE WRITING

This course teaches students to apply the principles of successful persuasive communicating to the writing of documents in the organizational domains of advertising, marketing, and public relations. Students will analyze, design, and write a range of documents used by organizations to persuade individuals to perform certain actions. These document genres can range from codes of conduct to media releases, from print advertising to direct mail to website content, from reports to policies to procedural guides. Students will also practice editing and supervising the writing of others.

BTW 490 1U1/G SPECIAL TOPICS PROF WRITING, Gallagher. TR 9:30-10:45

TOPIC: Writing in an Era of Social Media

In this class, students will build a professional online web presence, study digital cultures, and familiarize themselves with social media management techniques and software designed for 21st century environments. Many hands-on activities are planned for the class, including learning audio, visual, and video editing techniques as well as website development and design. Students will create social media campaigns, write search engine optimization reports, write reports that visualize data, and design business cards that use augmented reality.