

Course Catalog - Spring 2006

Business and Technical Writing

199 ***Undergraduate Open Seminar*** Credit: 1 to 5 hours.
May be repeated.

220 ***Desktop Publishing and Design*** Credit: 2 hours.

Design and preparation of documents using desktop publishing technology. Students will learn and apply principles governing page design, style sheets, document layout, effective graphics, managing the design process, and usability testing. Students will create a portfolio of design projects.

250 ***Principles Bus Comm*** Credit: 3 hours.

Teaches students to apply the principles of successful professional communication to workplace writing tasks. Students will also practice editing and supervising the writing of others. Assignments replicate typical business cases and situations, including a report that requires students to compile and interpret research. Credit is not given for both BTW 250 and either BTW 253, BTW 261, or BTW 263. Prerequisite: Junior standing and completion of campus Composition I requirement.

This course satisfies the General Education Criteria for aAdvanced Composition course.

253 ***Bus Admin Comm*** Credit: 3 hours.

Teaches students to apply the principles of successful professional writing to a range of realistic case problems in routine office communication. Emphasizes flexible problem-solving skills for daily administrative writing tasks. Credit is not given for both BTW 253 and BTW 250, BTW 261, or BTW 263. Prerequisite: Junior standing and completion of campus Composition I requirement.

261 ***Principles Tech Comm*** Credit: 3 hours.

Teaches students to apply the principles of successful professional writing to a range of realistic cases in technical communication. Emphasizes flexible problem-solving skills and a clear style for communicating technical information to a range of readers. Assignments will include correspondence, instructions, proposals, and a technical report or similar project. Credit is not given for both BTW 261 and BTW 250, BTW 253 or, BTW 263. Prerequisite: Junior standing and completion of campus Composition I requirement.

This course satisfies the General Education Criteria for aAdvanced Composition course.

263 ***Writing in the Disciplines*** Credit: 3 hours.

Teaches students to apply principles of professional communication to the writing tasks typical of specific disciplines or professions. Assignments will vary, depending on the focus of the course, but will include a substantial report or project. Credit is not given for both BTW 263 and BTW 250, BTW 253, or BTW 261. Prerequisite: Junior standing and completion of campus Composition I requirement.

This course satisfies the General Education Criteria for aAdvanced Composition course.

271 ***Persuasive Writing*** Credit: 3 hours.

Students will study principles of persuasion as applied to writing and designing written communications for business and the professions. Included are ads, direct-mail campaigns, argumentative essays, proposals, and other types of writing designed to move readers to action. Same as ADV 288. Prerequisite: Sophomore standing and completion of campus rhetoric requirement.

272 ***Report Writing*** Credit: 3 hours.

Personal direction in a report writing project which can be integrated with research in another course; study of report-writing principles and practices. Classes meet for the first month after which the student and the instructor arrange a conference schedule. Small group meetings are arranged for presentation of proposals, progress reports, and summary reports. Prerequisite: Completion of campus rhetoric requirement and sophomore standing.

275 ***Adv Bus and Prof Comm*** Credit: 3 hours.

Teaches students to analyze, execute, and manage complex professional writing tasks. Emphasizes practice in managing the writing process and supervising the writing of others. Prerequisite: BTW 253, BTW 261, or BTW 263.

277 *Adv Tech Comm* Credit: 3 hours.

Teaches students to analyze, execute, and manage complex technical writing tasks, with special emphasis on advanced technological solutions to communications problems. Prerequisite: BTW 253, BTW 261, or BTW 263.

290 *Individual Study* Credit: 0 to 3 hours.

Independent research with a chosen tutor leading to the writing of a formal report or preparation of some other type of major presentation of information. Enroll in BTW office, 294 English Building. May be repeated to a maximum of 6 hours. Prerequisite: Consent of instructor.

402 *Descriptive English Grammar* Credit: 3 or 4 hours.

Same as ENGL 402. See ENGL 402.

490 *Special Topics Prof Writing* Credit: 3 or 4 hours.

Study of the forms, situations, and social practices that define writing in particular disciplines or professions. Each class will focus on a specific topic such as science writing, writing in the environmental movement, legal writing, writing in the social sciences, public policy in the popular media, and so on. Assignments will vary with the topic. 3 undergraduate hours. 4 graduate hours. May be repeated to a maximum of 6 undergraduate hours, or 8 graduate hours. Prerequisite: Junior standing.