

ENGL 420 Business Writing

Course and Instructor Information

Course: English 420

Location/Hours: Wetherill 212/MWF 2:30-3:20 pm

Instructor: Don Unger

Office: Heavilon 210

Office Hours: Mon/Fri 1:30-2:30, or by appointment

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Recommendation Report Project—Assignment Sheet

Project Overview

For our first two projects we will work with Purdue's Cancer, Culture, and Community (CCC) organization. This organization—and those it serves in the West Lafayette and Lafayette communities—provides contextual reference and an audience for the Recommendation Report and the Advertising Project.

Project Details

The building block of Project 1 is the white paper, a common report genre in the professional world. White papers are used in business, industrial, and governmental contexts to sum up the gist of what's known about a subject and, often, to market a product. In addition to constructing individual backgrounders, you will work in groups to develop Recommendation Reports based on the research presented by your white papers.

Recommendation reports have a variety of names, but can essentially be thought of as action reports. This document is usually an unsolicited report consisting of several convincing proposals or white papers. These reports look at what's known about a subject through proposals, and use these proposals to recommend a course of action on that subject, especially when there are a multitude of actions that could be taken. During this project you will learn about:

- the white paper genre through collaborative creation of a Recommendation Report.
- new writing and communication technologies that support business writing in college and the workplace, with attention to open source and other freely available software or writing spaces (online networks, blogging, etc.).
- collaboration, project management, and strategies for writing and revising.

The Situation

This fall CCC will host screenwriter Will Reiser. Reiser wrote the screenplay for *50/50* based on his experience with cancer. He will discuss his experiences at an event in Fowler Hall on Nov. 8th. He will also host a screenwriting workshop on Nov. 9th.

Your task in Project 1 is to examine how successful campus events advertise to their audience. You will choose a campus organization that hosts successful events, develop a criteria for assessing success, and recommend what CCC might do to ensure that their events are successful. Do they use social media, web-based advertising, word-of-mouth, posters, etc.? What do these advertisements look or sound like? Who do these advertisements reach? Is this audience similar to CCCs audience or would advertising materials need to be adjusted to be successful?

In Project 1, your white paper should attempt to answer one of these questions. You will conduct the research for your white paper in groups, but the writing should be completed individually. Still, you will want to make sure that each of your group members researches a different aspect of the issue. The final recommendation report should draw from the different facets reported through all your white papers into order to make specific recommendations for advertising to a particular audience.

Project 1 asks you to create a number of deliverables, including:

- A project plan
- Progress report memos
- Elevator speeches
- Individual white papers
- A recommendation report

Many of the details regarding these deliverables will be developed within your groups and in the context of working with and for our community partner, the Cancer, Culture, and Community organization. Therefore, success in the project relies on your flexibility and adaptability throughout the project.

(Collaborative; 100 points; 25% of course grade.)

Recommendation Report Calendar

		In-Class	Homework	
Course Introduction	Week 1 8.20-24	M Getting Started	Textbook Intro http://wps.ablongman.com/long_porter_pwo_3/95/24341/6231412.cw/index.html The Rhetoric of Professional Writing http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html Blog post due before class on Wed., 8.22	
		W Project 1 Intro	Research http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html Writing Reports http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html Blog post due before class on Fri., 8.24	
		F Conducting Research	White papers http://wps.ablongman.com/long_porter_pwo_3/95/24341/6231450.cw/index.html Managing Projects http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html Blog post due before class on Mon., 8.27	
Recommendation Report Project	Week 2 8.27-31	M What is a white paper?	Memos http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html Elevator Speeches http://wps.ablongman.com/long_porter_pwo_3/95/24342/6231561.cw/index.html	
		W Developing Team Project Plans	Prep for elevator speech and construct formal memo Memos due before class on Fri., 8.31	
		F Speeches	Recommendation reports http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html	
	Week 3 9.4-7	M	Labor day (no class)	
		W What is a recommendation report?	Style http://wps.ablongman.com/long_porter_pwo_3/95/24345/6232409.cw/index.html Document Principles http://wps.ablongman.com/long_porter_pwo_3/95/24344/6232113.cw/index.html	
		F Style & Design Principles	Full draft of white papers due in class Mon., 9.10	
	Week 4 9.10-14	M Peer Review of White Papers	White papers due before class on Wed., 9.12	
		W Adobe InDesign Tutorial	Adobe InDesign assignment due before class on Fri., 9.14	
		F Conferences/Workshop		
	Week 5 9.17-21	M Conferences/Workshop	Effective Presentations http://wps.ablongman.com/long_porter_pwo_3/95/24345/6232440.cw/index.html	
		W Conferences/Workshop	Progress reports due before class on Fri., 9.21	
		F Effective Presentations		
	Week 6 9.24-28	M Class Presentations of Reports	Final Recommendation reports due before class on Mon., 9.24	
		W (cont'd)		
		F Intro to Project 2	Homework TBD	

Note: Homework deliverables and due dates are marked in red.