

**COURSE # MKTG 220G**

Written Business Communication

**Instructor**

**Instructor:**

**Phone:**

**Email:**

**Office Hours:**

**Course**

**Course Description**

Teaches written business correspondence and business reports using direct and indirect approaches. Emphasizes analysis of audience and purpose in drafting documents with accurate and clear content, organization, and style. Includes application of punctuation, grammar, and usage principles to business writing situations. Emphasizes teamwork and collaboration. Teaches how to interrelate respectfully with individuals representing cultures and perspectives other than one’s own.

Marketing 220G fulfills a **Writing Enriched** (WE) requirement for Woodbury School of Business students. Starting in Fall 2021, all new bachelor's degree-seeking students will need to pass at least two certified Writing Enriched courses within their major. This means that only students whose academic calendar starts in 2021 or later will have to meet the WE graduation requirement. A Writing Enriched course is a disciplinary class that includes not only written assignments but also writing instruction as important components.

Marketing 220G also fulfills a **Global/Intercultural** (G/I) requirement for graduation. While realizing that developing intercultural understanding is a lifelong process, the expected outcomes for students completing the Global/Intercultural requirement include Learning Outcomes 6 through 8.

**Course Outcomes**

Upon successful completion of this course, students will be able to

1. Apply principles of effective written business communication with an emphasis on correct content, organization, and style.
2. Use rhetorical principles strategically in business.
3. Integrate current, relevant, and credible research into business.
4. Apply principles of effective teamwork in peer review and collaborative writing.
5. Apply the writing process in low- and high-stakes documents.
6. Analyze global or intercultural issues.
7. Discuss stereotypical cultural conceptions and recognize the complexity and variety of different cultural groups.
8. Evaluate how one's own cultural values compare to those from different backgrounds.\

**Prerequisites and Needed skills**

Course Prerequisites: N/A

**Materials, Fees, and Technology Tools**

Peerceptiv subscription required. Purchase **ONLY** through UVU Bookstore.

**How This Course Works**

**Course Mode.** This is an online class. You should follow the modules on Canvas in sequential order. You can expect writing assignments, peer review assignments, discussions, and some group work.

**Canvas.**Canvas is your lifeline for this course. Use Canvas to keep track of the schedule and assignments. All assignments will be submitted on Canvas.

**Discussions.** Use discussions to explore global/intercultural issues and business topics or review for exams/assignments together.

**Personal Goals.** Please make a few goals for your own learning. Here are a few suggestions:

* Improve your writing. Pick several specific technical or stylistic elements of your writing to improve this semester. These could include comma placement, punctuation variety, proper word choice, etc.
* Practice the writing approaches we are learning in your professional and personal correspondence.
* Evaluate your writing. Spend more time planning, composing, revising, and/or editing.

**Participation**. Students who do well in this class also do the following:

* Buy the Peerceptiv code immediately, and make sure it works.
* Turn assignments in on time.
* Spend adequate time on writing assignments.
* Edit and revise.
* Use the outlines provided.
* Use resources such as instructor feedback and Writing Lab consultants.
* Prepare for the exams by being able to *apply* the concepts.
* Read assigned materials, and apply the principles to their writing.

**Recommended Study Habits and Tips**. Writing is a process. It is rare that someone produces his/her best work the first time. I like to write a draft, leave it for a day or two, evaluate the tone, revise the content, and then edit for punctuation and grammar errors. I also ask others (especially my sister) to proofread.

**Time Expectations**. For this three (3) credit-hour course, you should expect to spend up to 9+ hours a week completing course activities.

**Peerceptiv**. We will be using a third-party (outside UVU) peer-review platform called Peerceptiv. Peerceptiv promotes and measures active learning through collaboration. Peerceptiv allows students to demonstrate knowledge of a subject through peer assessment while building desirable soft skills such as critical thinking and teamwork. Students give and receive actionable feedback on assignments from classmates, allowing them to connect with their peers in a meaningful way on or away from campus. Peerceptiv generates valid and reliable grades—improving the efficiency of instruction at any scale with a variety of possible assignment types in any subject matter.

**Student Responsibilities.**To successfully complete this class, you should do the following:

* *Start class the first week of the term.*
* *Be accountable by setting aside a regular time each week to complete course activities and assignments on time as noted per the due dates.*
* *Learn how to use Canvas, including communication tools (e.g. discussion, Canvas inbox, etc.). If you have technology-related problems, contact the* [*Service Desk*](https://www.uvu.edu/servicedesk/)*.*
* *Learn how to use Peerceptiv. If you have trouble, contact support@Peerceptiv.com.*
* *Abide by ethical standards. Your work must be your own.*
* *Contact your instructor as early as possible if an emergency arises. Do NOT wait until the last minute to ask for an extension.*

**Instructor Responsibilities.** To facilitate this class, your instructor will do the following:

* *Respond to messages within ONE business day. If multiple messages are received regarding the same question or concern, they may be responded to with an announcement to the entire class.*
* *Provide timely, meaningful, and constructive feedback on assignments.*
* *Facilitate an effective learning experience.*
* *Refer students to appropriate services for issues that are non-course-content-specific—for instance, technical issues, writing labs, accessibility services, etc.*
* *Mentor students through the course.*

**Troubleshooting**. If you have a concern or grievance regarding this course or your instructor, please *promptly* follow the following steps (in order).

1. Contact your instructor using Canvas inbox. Allow 24 hours for a response. If you receive no response or you feel the response is unsatisfactory...
2. Contact the lead instructor for Marketing 220G, Amy Bettridge, at amy.bettridge@uvu.edu or in WB 233. She is also the assistant chair of the WSB Marketing Department. If you need to escalate further...
3. Contact the chair of the WSB Marketing Department, Dr. Mitch Murdock, at mitch.murdock@uvu.edu.

**Grading and Late Work Statement**

**Students who wish to matriculate into the Woodbury School of Business must pass this class with a B- or better.**

**Grading Scale. The following grading standards will be used in this class:**

**[Can be Percent or Points]**

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| --- | --- |
| **Grade** | **Percent** |
| **A** | 94-100 |
| **A-** | 90-93 |
| **B+** | 87-89 |
| **B** | 83-86 |
| **B-** | 80-82 |
| **C+** | 77-79 |
| **C** | 73-76 |
| **C-** | 70-72 |
| **D+** | 67-69 |
| **D** | 63-66 |
| **D-** | 60-62 |
| **E** | 0-59 |

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| --- | --- |
| **Assessment** | **Weight** |
| Writing Assignments | 40% |
| Exams | 20% |
| Quizzes (including attendance) | 25% |
| Final Project | 15% |

**Late Work Statement.** Assignments are due on time. Peerceptiv submissions that are turned in late will receive a 5 percent reduction in grade per day.

**Assignment and Assessment Descriptions**

**Discussions.** Discussions are opportunities to explore global/intercultural issues and business topics or review for exams/assignments together. Each discussion board assignment requires you to make an original post and also reply to your classmates’ posts. The specific purpose, task, and criteria for each discussion will be posted in the assignment.

Discussions will be opportunities to explore topics together. Posts to the discussion should add significantly to the conversation and support your point of view. *Comments that do not add significantly to a discussion will receive****no credit****.* It is okay to disagree in a discussion. In fact, much learning happens when we disagree. However, we need to be respectful and keep our online classroom a safe place to learn.

**Assessments.** As this is a writing class, the bulk of your grade will come from your writing assignments. These include discussion posts and Peerceptiv (peer review) assignments. You will participate in a group writing project.

You will take three exams. One exam will cover punctuation, grammar, and usage. One exam will test your writing skills. The final exam will test your retention from the semester's reading assignments.

**Course Schedule**

[Course Schedule](https://uvu.instructure.com/courses/543005/pages/course-schedule)

**UVU Policies and Resources**

[Cheating and Plagiarism](https://www.uvu.edu/studentconduct/students.html)

[Policies and Procedures](https://www.uvu.edu/otl/students/policiesandprocedures.html)

[Student Success Resources](https://www.uvu.edu/otl/students/index.html)

[Accessibility Services](https://www.uvu.edu/accessibility-services/)

* Students who need accommodations because of a disability may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email nicole.hemmingsen@uvu.edu or text 385-208-2677.

**Technology Support Services**

 For 24/7 technical support, contact [Instructure's Canvas Support Live Chat](https://cases.canvaslms.com/liveagentchat?chattype=student&sfid=001A00000085cNxIAI).

 (385) 204-4930 (Available 24/7)