**MKTG-220G *Written Business Communication WE G/I***

**Instructor Contact Information**

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| --- | --- |
| Instructor |  |
| Email | Use Canvas |
| Office location |  |
| Office phone |  |
| Office hours |  |
|  |  |
| Section |  |
| Meeting Day/Time |  |
| Room |  |
| Modality |  |

**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: None

**Materials, Fees and Technology Tools**

Peerceptiv subscription is included in your course fees.

**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, revision assignments, quizzes, and exams.

**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.

**Read, Reflect, Write.** Use these assignments to explore global/intercultural issues and business topics.

**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:

* Turn assignments in on time.
* Spend adequate time on writing assignments.
* Edit and revise.
* Use the outlines provided.
* Use resources such as the WSB Writing Lab.
* 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. Rarely do people produce their best work the first time.

**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 you to demonstrate knowledge of a subject through peer assessment while building desirable soft skills such as critical thinking and teamwork. You give and receive actionable feedback on assignments from classmates, allowing you to connect with your peers in a meaningful way on or away from campus.

**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. (See below.)*
* *Contact your instructor as early as possible if an emergency arises. Do NOT wait until the last minute to ask for interventions.*

**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](mailto:amy.bettridge@uvu.edu) or in KB 225c. 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](mailto:huff@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]**

|  |  |
| --- | --- |
| **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.** Peerceptiv submissions that are turned in late will receive a 5 percent reduction in grade per day.

**Assignment and Assessment Descriptions**

**Read, Reflect, and Write.** These assignments are opportunities to explore global/intercultural issues and business topics. The purpose, task, and criteria for each discussion will be posted in each assignment.

**Assessments.** As this is a writing class, the bulk of your grade will come from your writing assignments. These include low- and high-stakes writing assignments, including Peerceptiv (peer review) assignments.

You will take three exams. Exam 1 will test your retention from the semester's reading assignments (to date). Exam 2 is a revision project. Exam 3 will cover punctuation, grammar, and usage.

**Course Schedule**

[Course Schedule](https://uvu.instructure.com/courses/605811/pages/course-schedule)

**Artificial Intelligence (AI) Use Policy**

This policy covers the use of *all* generative AI tools or platforms (ChatGPT, Elicit, Microsoft Copilot, Google Gemini, You.com, Dall-E 3, Stable Diffusion, etc.). **To be clear: this course prohibits the use of AI (unless expressly authorized by your instructor) to generate and pass off course assignments and writing assignments as your own work.** Copying the exact wording of an AI chatbot is considered plagiarism and means you will be held accountable for violating academic integrity.

AI-generated writing is not good, especially if you’re a beginner. **Relying on AI will not be beneficial to your grade.**You’ll miss out on valuable learning opportunities if you rely on AI to do your work for you. Ironically, many students don’t realize that the AI-generated writing is riddled with errors because students haven’t learned the material in the first place. The Marketing department is keeping up with the developing strengths and limitations of AI use. AI is already proving its usefulness in brainstorming ideas, simplifying complex topics, and performing initial research. We believe AI is a tool with potential usefulness for writers, but AI is also plagued with serious issues (giving inaccurate information while sounding very confident about its incorrectness, generating fake citations and quotations because it cannot understand the complexities and contexts of human communication, unethically using another's work, and not having the ability to recognize bias in texts used).

Engaging in this course’s research, reading, and writing activities will help you build the critical thinking and written communication skills necessary to thrive in today’s competitive academic and workplace environments. Becoming an excellent writer requires building strong competencies all these areas, but over reliance on technology can impede the growth of your writing skills and counteract the learning outcomes for the course. You must learn HOW to write well BEFORE you can effectively use these tools and determine the quality of the AI-outputs.

Furthermore, MKTG 220G is distinguished by the university as both a Writing Enriched (WE) and a Global-Intercultural (GI) course, which means the course must meet rigorous standards for providing students with enhanced writing instruction and opportunities to engage with diverse audiences. Since AI is not capable of independent thinking or making decisions based on personal experiences, cultural contexts, or ethical considerations, **unless you have direct approval from your instructor to use AI on an assignment, AI-generated submissions are NOT permitted and will be treated as plagiarism** (see Cheating and Plagiarism policy below). All assignments submitted in Peerceptiv will be run through an AI detector (similar to plagiarism programs).

*Material adapted from UVU English department.*

**Academic Misconduct: Cheating/Plagiarism & Sanctions**

This course can be challenging, but I want you to succeed! As such, you are provided with detailed supporting materials and templates, extra attempts on exams, open-book exams, unlimited attempts on P&G quizzes, and access to a superb writing lab with tutors specifically trained to assist you with your coursework.

You can do this! Please do your own work to avoid unnecessary problems and to be fair to yourself and your classmates. Review the following guidelines to help you avoid academic misconduct issues.

**PLAGIARISM**

As explained in UVU’s [Student Rights and Accountabilities](https://www.uvu.edu/studentconduct/students.html) page, all students are expected “to maintain absolute integrity and high standards of individual honesty in academic work, and to observe a high standard of conduct for the academic environment.” Our expectation is that every student’s work will be their own and use outside sources in a manner that gives proper credit to sources used.

**Plagiarism has occurred if you:**

* Use the exact wording of another author or source in such a manner that it appears to be your own, regardless of the form in which those words originally appeared (e.g., a book, article, lecture, web site, speech, graphic, or any other form such as an AI text generator)
* Paraphrase (put into your own words) another author’s wording in a manner where the language and/or syntax is too similar to the original passage and is not properly cited
* Fail to clearly acknowledge the partial or full authorship of someone else when submitting work
* Fail to cite or quote textual resources properly
* Fabricate false information that is not corroborated by the actual research used on a writing project
* Have someone else, paid or otherwise, write your paper or use a website that contains ready-to-use papers written by other people or submitted by your classmates
* Uploading yours, your classmates', or your instructors' work to online sources used to facilitate unethical academic behavior without permission
* Generate and submit a paper using artificial intelligence, such at ChatGPT

While the above actions can happen with intentionality to deceive, plagiarism can also happen accidentally. Though intentional vs accidental is often a judgment call for an instructor, it’s important to note that *accidental plagiarism is still plagiarism*—a serious need to address the incident arises regardless. Though the resulting consequences may vary based on the degree of intentionality, any form of plagiarism will be addressed with equal seriousness.

If you are suspected of plagiarism, the first step will be a conversation with your instructor. If the infraction is very minor or clearly unintentional, there may be no sanctions at all. However, a lowered grade and/or the chance to revise the paper may also be possible. In more serious cases, the assignment may receive an automatic zero.

The most serious infractions may lead to your instructor filing an incident report with the Student Conduct office, which remains on your permanent student record.

*Material adapted from UVU English department.*

**PLAGIARISM PREVENTION**

**CopyLeaks.** To encourage you to do your own work, we’ll be utilizing CopyLeaks, a plagiarism and AI-detection tool, which you’ll use when turning in writing assignments on Canvas.

Furthermore, be prepared to show proof your work is your own, if necessary. Although the ability to prove your work is your own has always been a standard practice in most professions, you should keep drafts of your work and research to demonstrate that you produced original work and cited your sources appropriately. Today, more than ever before, you should start making this a standard practice if you create original material for any significant or monetary use.

**USING PROHIBITED WEBSITES**

Instructors are well aware of websites that can be easily accessed (free or paid) to do your work for you or provide you with answers to quizzes and exams. **Regardless of the flawed reasoning used by these companies to encourage, attempt to justify, and monetize these services, using these sites could violate the UVU Student Code of Conduct and even lead to consequences outside of the university.** For example, uploading intellectual property that is not yours--like your instructor’s slides or quizzes--in exchange for access to other files posted on the site, is illegal and could result in a lawsuit. You do not have permission to post your instructors’ intellectual property to such sites.

**UVU STUDENT CODE OF CONDUCT**

As UVU students, you agreed to abide by the Student Code of Conduct, which prohibits academic misconduct like the cheating or plagiarism mentioned above intentional or not. As a reminder, “Examples of academic misconduct include, but are not limited to:

* Classroom disruption
* Copying from another person’s [sic] assignment or exam
* Letting someone else copy from your assignment or exam
* Copying and pasting, without giving proper credit to or paraphrasing the source
* Unauthorized group work
* Passing off your own past or current work for other assignments, without permission from the instructor(s)
* Using online test banks”

See [https://www.uvu.edu/studentconduct/faculty.htmlLinks to an external site.](https://www.uvu.edu/studentconduct/faculty.html) (accessed December 9, 2023)

Other applicable sections of the UVU Policies and Procedures—Student Code of Conduct are listed below and can be found here (https://www.uvu.edu/studentconduct/docs/541-student-code-of-conduct-oct24-2019.pdf)

**3.4 Cheating:** Using or attempting to use or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes but is not limited to passing examination answers to or taking examinations for someone else; preparing or copying another’s academic work; the acquisition, without permission, of tests or other academic material belonging to a member of university faculty or staff; unauthorized collaboration on academic work; or engaging in any conduct specifically prohibited by a faculty member in the course syllabus or class discussion.

**3.12 Plagiarism:** The practice of taking or using someone else’s work or ideas and passing them off as one’s own. Plagiarism includes but is not limited to the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment; the unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials; duplicating or submitting work that was originally prepared for another class without the explicit permission of the instructor; or knowingly aiding another student who is engaged in plagiarism.

**4.7 Sanctions**, sanctions for violating the Student Code of Conduct may include one or more of the following: academic sanctions (e.g., failing grades, reduced grades, and/or redoing academic exercises), discretionary sanctions (e.g., educational meetings or interventions, behavior agreements, work assignments, essays, service to the University, or other related alternative, educational and/or restorative remedies), expulsion from the university, fines, loss of privileges, probation, restitution, revocation or withholding of a degree, suspension, and/or a written warning. (summarized)

**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 BA 110. 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)