### BOT 154.1 Course Outline as of Fall 2009

## **CATALOG INFORMATION**

Dept and Nbr: BOT 154.1 Title: WRITING STRATEGIES Full Title: Writing Strategies Last Reviewed: 4/28/2014

Units		Course Hours per Week		Nbr of Weeks	<b>Course Hours Total</b>	
Maximum	0.50	Lecture Scheduled	0.50	17.5	Lecture Scheduled	8.75
Minimum	0.50	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	0.50		Contact Total	8.75
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 17.50

Total Student Learning Hours: 26.25

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	BOT 87.24

### **Catalog Description:**

Course for office professionals to develop memo and letter writing skills. Topics include audience analysis, formatting, editing, proofreading techniques, and strategies for writing.

### **Prerequisites/Corequisites:**

**Recommended Preparation:** Eligibility for ENGL 302.

### **Limits on Enrollment:**

### **Schedule of Classes Information:**

Description: Course for office professionals to develop memo and letter writing skills. Topics include audience analysis, formatting, editing, proofreading techniques, and strategies for writing. (Grade or P/NP) Prerequisites/Corequisites: Recommended: Eligibility for ENGL 302. Limits on Enrollment: Transfer Credit:

# **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

AS Degree: CSU GE:	Area Transfer Area	Effective: Effective:	Inactive: Inactive:
<b>IGETC:</b>	Transfer Area	Effective:	Inactive:
CSU Transfer	: Effective:	Inactive:	
UC Transfer:	Effective:	Inactive:	

### CID:

### **Certificate/Major Applicable:**

Certificate Applicable Course

# **COURSE CONTENT**

### **Outcomes and Objectives:**

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

- 1. Use audience assessment techniques
- 2. Apply techniques for effective communication with others in a business environment
- 3. Critique and revise memos for increased effectiveness
- 4. Utilize various language techniques
- 5. Write a memo that delivers bad news
- 6. Write several types of business correspondence including memos, emails, and formal business letters
- 7. Apply appropriate comments when providing peer review of written work

## **Topics and Scope:**

- 1. Audience assessment techniques
  - a. Identifying audience of memo
  - b. Identifying how to appeal to audience
- 2. Proofreading and editing problematic communications
  - a. Identifying and correct grammatical errors
  - b. Identifying and correct spelling errors
  - c. Improving sentence structure
  - d. Assessing and improving tone
- 3. Rewriting communications for increased effectiveness
  - a. Identifying goal of memo or letter
  - b. Improving clarity of goal for audience
  - c. Improving tone to appeal to audience
- 4. Language techniques
  - a. Identifying uses for concrete language
  - b. Identifying uses for ambiguous language
  - c. Identifying and avoiding jargon, cliches, redundancies, slang
- 5. Bad news communications

- a. Identifying problem to be addressed
- b. Identifying needs of audience
- c. Using techniques to deliver bad news effectively
- 6. Persuasive communications
  - a. Identifying the goal of the memo
  - b. Identifying goals of the audience
- c. Using techniques to address audience persuasively
- 7. Effective communication when sending and receiving emails
- 8. Effective communication when sending formal business letters

### Assignment:

- 1. Reading approximately ten pages per week from textbook
- 2. Writing assignments using email as well as posting assignments online
- 3. Weekly email communications within class
- 4. From two to four quizzes or tests
- 5. Discussion in class face-to-face or online including peer review of work
- 6. In-class cooperative development of written communications

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Email communications

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

**Exams:** All forms of formal testing, other than skill performance exams.

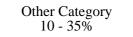
Multiple choice, True/false, Matching items

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance in class; participation in class activities.

#### **Representative Textbooks and Materials:**

	Writing 40 - 60%	
<b>—</b>	Problem solving	
	0 - 0%	
	Skill Demonstrations	
	0 - 0%	
	Exams 10 - 30%	



Krizan/Logan, THE BASICS OF WRITING, South-Western Publishing, 2000.