BOT 154.1 Course Outline as of Spring 2018

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	Course Hours Total	
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 100 or ESL 100

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 100 or ESL 100
Limits on Enrollment:
Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Not Certificate/Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Develop memo and letter writing skills.
2. Analyze audience for appropriate communication.
3. Adapt various techniques and strategies when writing.

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 correcting grammatical errors
   b. Identifying and correcting 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 ofwork
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	Writing 40 - 60%

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

None	Problem solving 0 - 0%

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

None	Skill Demonstrations 0 - 0%

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

Multiple choice, True/false, Matching items	Exams 10 - 30%

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

Attendance in class; participation in class activities.	Other Category 10 - 35%

Representative Textbooks and Materials:
How 13: A Handbook for Office Professionals (Clark & Clark), 13th Edition, published in 2014 by Cengage Learning