

CATALOG INFORMATION

Dept and Nbr: BOT 87.24

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	8.00	4	Lecture Scheduled	32.00
Minimum	0.50	Lab Scheduled	0	1	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	8.00		Contact Total	32.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 64.00

Total Student Learning Hours: 96.00

Title 5 Category: AA Degree Applicable

Grading: P/NP Only

Repeatability: 04 - Different Topics

Also Listed As:

Formerly:

Catalog Description:

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion or Concurrent Enrollment in BOT 174.4 (or BOT 86.58)

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, and proofreading techniques, and strategies for writing. (P/NP Only)
Prerequisites/Corequisites:
Recommended: Course Completion or Concurrent Enrollment in BOT 174.4 (or BOT 86.58)
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Different Topics

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2000	Inactive:	Spring 2005
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Students will:

1. Use audience assessment techniques
2. Proofread and edit problematic memos
3. Practice rewriting memos for increased effectiveness
4. Utilize various. and how to use them
5. Write a memo that delivers bad news
6. Write a persuasive memo

Topics and Scope:

1. Audience assessment techniques
 - a. Identify audience of memo
 - b. Identify how to appeal to audience
2. Learn how to proofread and edit problematic memos
 - a. Identify and correct grammatical errors
 - b. Identify and correct spelling errors
 - c. Improve sentence structure
 - d. Assess and improve tone
3. Practice rewriting memos for increased effectiveness
 - a. Identify goal of memo or letter
 - b. Improve clarity of goal for audience
 - c. Improve tone to appeal to audience
4. Learn various language techniques and how to use them
 - a. Identify uses for concrete language
 - b. Identify uses for ambiguous language
 - c. Identify and avoid jargon, cliches, redundancies, slang
5. Writing the memo that delivers bad news
 - a. Identify problem to be addressed
 - b. Identify needs of audience
 - c. Use techniques to deliver bad news effectively
6. Writing the persuasive memo

- a. Identify the goal of the memo
- b. Identify goals of the audience
- c. Use techniques to address audience persuasively

Assignment:

1. Reading assignments from textbook
2. Hands-on writing assignments on computers

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
30 - 60%

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

Homework problems, Quizzes, Exams

Problem solving
10 - 50%

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

Class performances, Performance exams

Skill Demonstrations
10 - 40%

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 - 30%

Representative Textbooks and Materials:

Better Business Writing, Susan Brock, Crisp Publications, 1999