

Student Work Syllabus**ENC 5327.011/010: Executive Writing****Instructor: Justiss Burry, Ph.D.****Email: Jburry@tarleton.edu****Spring 2024; Asynchronous Online**

Use this chart to keep up with assignments and homework both online and in class. Keep in mind this schedule may change throughout the semester particularly as I potentially add managerial speakers, so keep returning for updates. Remember that all readings are located in Canvas, but also linked here for your convenience.

Week and Dates	To be read <u>before</u> class	Process Work: Do these things online and they are usually graded
Week 0	Introductions and Expectations	
1/11	<p>First Day Attendance</p> <p>Read from Module 0 in Canvas:</p> <ul style="list-style-type: none"> • Course Syllabus and Student Work Syllabus <p>Read from Zarlengo, T., & Griffith, J. (2023). <i>A Rhetorical Approach to Workplace Writing (RAWWr)</i></p> <ul style="list-style-type: none"> • Chapter 1: "What is PTC?" <p>Watch this video to get a sense of what this class modulates:</p> <ul style="list-style-type: none"> • Video Description of PTC 	<p>Module 0 Discussion - Learning Introductions due 1/14 by 11:59pm via Canvas</p> <p>Respond to two peers by 1/14 by 11:59pm via Canvas</p>
Week 1	Module 1.1: Project Management	
1/16	<p>Read from Module 1.1:</p> <ul style="list-style-type: none"> • Wikipedia Definition • Project Management Isn't Just for Project Managers 	<p>M1.1 Exercise: Identifying Your Workflow due 1/21 by 11:59pm via Canvas</p>

	<ul style="list-style-type: none"> • What is a Gantt Chart? 	M1.1 Exercise: Managing Your Semester Gantt Chart due 1/21 by 11:59pm via Canvas
1/18	Read from Veltsos, J., R., & Hynes, G., E. (2022): <i>Managerial Communication</i> : <ul style="list-style-type: none"> • Chapter 2: Understanding the Managerial Communication Process pp. 26-48 	M1.1 Exercise: Chapter 2 Writing Case Study due 1/21 by 11:59pm via Canvas
Week 2	Module 1.2: Team Communication	
1/23	Read from Module 1.2: <ul style="list-style-type: none"> • What is Effective Communication [With Benefits and Tips] • How to Create Project Communication Plan? Read from Veltsos, J., R., & Hynes, G., E. (2022): <i>Managerial Communication</i> : <ul style="list-style-type: none"> • Chapter 7: Writing in the Workplace pp. 178-208 	M1.2 Exercise: Audience Analysis due 1/28 by 11:59pm via Canvas M1.2 Exercise: Developing a Communication Plan due 1/28 by 11:59pm via Canvas
1/25	Read from Module 1.2: <ul style="list-style-type: none"> • What is a Project Communication Plan and How to Create One 	M1.2 Assignment: Team Communication Project Draft due 1/28 by 11:59pm via Canvas
Week 3	Module 1.3: Revision	
1/30	Watch M1.3 Video: Explanation of Collective Feedback File (CFF) and How to Use Them via Canvas	M1.3 Exercise: Self-Review: Project 1 due 2/1 by 11:59pm via Canvas

2/1		M1.3 Exercise: Revision Planning due 2/2 by 11:59pm via Canvas (in class) M1.3 Assignment: Team Communication Final Draft due 2/4 by 11:59pm via Canvas
Week 4	Module 2.1: Introduction to Meetings	
2/6	<p>Read from Module 2.1:</p> <ul style="list-style-type: none"> • Stop the Meeting Madness <p>Read from Veltsos, J., R., & Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> • Chapter 4: Managing Meetings and Teams pp. 82-112 	M2.1 Discussion - What is the Goal of a Meeting (?) is due 2/11 by 11:59pm via Canvas
2/8	<p>Read from Module 2.1:</p> <ul style="list-style-type: none"> • A Checklist for Planning Your Next Big Meeting 	<p>M2.1 Discussion - Meeting Agendas due 2/11 by 11:59pm via Canvas</p> <p>M2.1 Exercise: Chapter 4 Writing Case Study due 2/11 by 11:59pm via Canvas</p>
Week 5	Module 2.2: Presentations	
2/13	<p>Read from Module 2.2:</p> <ul style="list-style-type: none"> • Chapter 16: Presentations • Presentation Zen Web Reading 	M2.2 Exercise: Outline Your Presentation due 2/18 by 11:59pm via Canvas
2/15	<p>Read from Veltsos, J., R., & Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> • Chapter 5: Making Presentations pp. 113-141 	<p>M2.2 Exercise: Presentation Script due 2/18 by 11:59pm via Canvas</p> <p>M2.2 Exercise: Chapter 5 Writing Case Study due 2/18 by 11:59pm via Canvas</p>

Week 6	Module 2.3: Preparation of Meeting Packet	
2/20	Read from Module 2.3: <ul style="list-style-type: none"> • What are Meeting Notes? 	M2.3 Assignment: Meeting Packet Draft due 2/20 by 11:59pm via Canvas
2/22		M2.3 Discussion - Workshop Presentations due 2/23 by 11:59pm via Canvas M2.3 Assignment: Meeting Packet Final Draft due 2/25 by 11:59pm via Canvas
Week 7	Module 3.1: Introduction to Performance Reviews	
2/27	Watch M3.1 Video: The Performance Review and Giving Feedback Read from Module 3.1: <ul style="list-style-type: none"> • 6 Tips for Writing an Effective Performance Review • How to Create a Truly Effective Performance Review Process 	M3.1 Exercise: Professionalism and Inclusion due 3/3 by 11:59pm via Canvas
2/29	Read from Module 3.1: <ul style="list-style-type: none"> • The Ultimate Guide to Superior Performance Reviews • How can Performance Reviews Support Diversity and Inclusion? 	M3.1 Discussion: Brainstorm Questions for Mid-Term Review due 3/3 by 11:59pm via Canvas M3.1 Exercise: Supply Questions for Mid-Term Review due 3/3 by 11:59pm via Canvas

Week 8	Module 3.2: Giving Feedback	
3/5	Read from Module 3.2: <ul style="list-style-type: none"> • Best Way to Praise Employees • How to Use Constructive Criticism in the Workplace • Your Employees Want the Negative Feedback You Hate to Give 	M3.2 Exercise: Implicit Bias due 3/10 by 11:59pm via Canvas
3/7	Read from Module 3.2: <ul style="list-style-type: none"> • Your Employees Want the Negative Feedback You Hate to Give 	M3.2 Discussion - Giving Feedback due 3/10 by 11:59pm via Canvas M3.2 Discussion - Brainstorm Questions for Collaborative Peers due 3/10 by 11:59pm via Canvas
Week 9	Spring Break	
3/12	I hope you have a nice safe break!	
3/14	I hope you have a nice safe break!	
Week 10	Module 3.3: Creating a Performance Review	
3/19	Read from Module 3.3: <ul style="list-style-type: none"> • What is a 360 Review? 	M3.3 Discussion - Workshop Questions for Collaborative Peers due 3/21 by 11:59pm via Canvas

3/21		M3.3 Assignment: Performance Review Project Final Draft due 3/24 by 11:59pm via Canvas
Week 11	Module 4.1: Introduction to Communication Strategy	
3/26	<p>Watch M4.1 Video: Communication Strategy: Bringing It All Together</p> <p>Read from Zarlengo, T., & Griffith, J. (2023). <i>A Rhetorical Approach to Workplace Writing (RAWWr)</i>:</p> <ul style="list-style-type: none"> • Chapter 20: "Collaboration" <p>Read from Module 4.1:</p> <ul style="list-style-type: none"> • Getting Started with the Team Charter 	<p>M4.1 Discussion: Defining Collaboration due 3/31 by 11:59pm via Canvas</p> <p>M4.1 Exercise: Strengths and Weaknesses Activity due 3/31 by 11:59pm via Canvas</p>
3/28	<p>Read from Veltsos, J., R., & Hynes, G., E. (2022). <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> • Chapter 13: Managing Conflict pp. 343-65 	<p>M4.1 Discussion: Technologies for Collaboration due 3/31 by 11:59pm via Canvas (group assignment)</p> <p>M4.1 Exercise: Chapter 13 Writing Case Study due 3/31 by 11:59pm via Canvas</p> <p>M4.1 Exercise Team Charter Memo: due 3/31 by 11:59pm via Canvas (group assignment)</p>
Week 12	Module 4.2: Defining Goals	
4/2	<p>Read from Module 4.2:</p> <ul style="list-style-type: none"> • 4 Examples of a Communication Strategy • How to Write a Communications Strategy 	M4.2 Exercise: Research Healthcare due 4/7 by 11:59pm via Canvas

4/4	<p>Read from Module 4.2:</p> <ul style="list-style-type: none"> • Effective Communication Strategies: 7 Ways to Improve 	<p>M4.2 Exercise: Outlining Your Goals due 4/7 by 11:59pm via Canvas</p> <p>M4.2 Exercise: Progress Report I due 4/7 by 11:59pm via Canvas (group assignment)</p>
Week 13	Module 4.3: Audience Analysis	
4/9	<p>Read from Zarlengo, T., & Griffith, J. (2023). <i>A Rhetorical Approach to Workplace Writing (RAWWr)</i>:</p> <ul style="list-style-type: none"> • Chapter 3: "Audience" <p>Read from Module 4.3:</p> <ul style="list-style-type: none"> • The Content Strategy Toolkit: Get Stakeholders on Board 	<p>M4.3 Exercise: List Your Stakeholders due 4/14 by 11:59pm via Canvas</p>
4/11	<p>Read from Module 4.3:</p> <ul style="list-style-type: none"> • Melonçon, L. (2017). Embodied Personas for a Mobile World <p>Read from Veltos, J., R., & Hynes, G., E. (2022). <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> • Chapter 8: Writing Routine Messages pp. 209-236 	<p>M4.3 Exercise: Persona Profiles due 4/14 by 11:59pm via Canvas</p> <p>M4.3 Exercise: Chapter 8 Writing Case Study due 4/14 by 11:59pm via Canvas</p> <p>M4.3 Exercise: Progress Report II due 4/14 by 11:59pm via Canvas (group assignment)</p>
Week 14	Module 4.4: Drafting The Communication Strategy Plan	
4/16	No readings this week. Just work!	<p>M4.4 Exercise: Drafting Communication due 4/21 by 11:59pm via Canvas</p> <p>M4.4 Discussion - Communication Workshop due 4/21 by 11:59pm via Canvas</p>

4/18		<p>M4.3 Exercise: Progress Report III due 4/21 by 11:59pm via Canvas (group assignment)</p> <p>M4.4 Assignment: Communication Strategy Draft due 4/21 by 11:59pm via Canvas (group assignment)</p>
Week 15	Module 4.5: Revising the Communication Strategy Plan	
4/23	Almost there!	<p>M4.5 Exercise: Self Review of Communication Strategy due 4/23 by 11:59pm via Canvas</p>
4/25	Don't forget to complete the Student Evaluation	<p>M4.5 Discussion - Communication Workshop due 4/26 by 11:59pm via Canvas (group assignment)</p> <p>M4.5 Assignment: Communication Strategy Final Draft is due 4/28 by 11:59pm via Canvas (group assignment)</p> <p>Exercise M4.5: Self/Team Evaluation due 4/28 by 11:59pm via Canvas</p>