

**Student Work Syllabus****ENC 5327.011/010: Executive Writing****Instructor: Justiss Burry, Ph.D.****Email: [Jburry@tarleton.edu](mailto: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 <b><u>before</u></b> class	Process Work: Do these things online and they are usually graded
<b>Week 0</b>	<b>Introductions and Expectations</b>	
1/11	<p>First Day Attendance</p> <p>Read from Module 0 in Canvas:</p> <ul style="list-style-type: none"> <li>• Course Syllabus and Student Work Syllabus</li> </ul> <p>Read from Zarlengo, T., &amp; Griffith, J. (2023). <i>A Rhetorical Approach to Workplace Writing (RAWWr)</i></p> <ul style="list-style-type: none"> <li>• <a href="#">Chapter 1: "What is PTC?"</a></li> </ul> <p>Watch this video to get a sense of what this class modulates:</p> <ul style="list-style-type: none"> <li>• <a href="#">Video Description of PTC</a></li> </ul>	<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>
<b>Week 1</b>	<b>Module 1.1: Project Management</b>	
1/16	<p>Read from Module 1.1:</p> <ul style="list-style-type: none"> <li>• <a href="#">Wikipedia Definition</a></li> <li>• <a href="#">Project Management Isn't Just for Project Managers</a></li> </ul>	<p>M1.1 Exercise: Identifying Your Workflow due 1/21 by 11:59pm via Canvas</p>

	<ul style="list-style-type: none"> <li>• <a href="#">What is a Gantt Chart?</a></li> </ul>	M1.1 Exercise: Managing Your Semester Gantt Chart due 1/21 by 11:59pm via Canvas
1/18	<p>Read from Veltsos, J., R., &amp; Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> <li>• Chapter 2: Understanding the Managerial Communication Process pp. 26-48</li> </ul>	M1.1 Exercise: Chapter 2 Writing Case Study due 1/21 by 11:59pm via Canvas
<b>Week 2</b>	<b>Module 1.2: Team Communication</b>	
1/23	<p>Read from Module 1.2:</p> <ul style="list-style-type: none"> <li>• <a href="#">What is Effective Communication [With Benefits and Tips]</a></li> <li>• <a href="#">How to Create Project Communication Plan?</a></li> </ul> <p>Read from Veltsos, J., R., &amp; Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> <li>• Chapter 7: Writing in the Workplace pp. 178-208</li> </ul>	<p>M1.2 Exercise: Audience Analysis due 1/28 by 11:59pm via Canvas</p> <p>M1.2 Exercise: Developing a Communication Plan due 1/28 by 11:59pm via Canvas</p>
1/25	<p>Read from Module 1.2:</p> <ul style="list-style-type: none"> <li>• <a href="#">What is a A Project Communication Plan and How to Create One</a></li> </ul>	<b>M1.2 Assignment: Team Communication Project Draft due 1/28 by 11:59pm via Canvas</b>
<b>Week 3</b>	<b>Module 1.3: Revision</b>	
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) <b>M1.3 Assignment: Team Communication Final Draft due 2/4 by 11:59pm via Canvas</b>
<b>Week 4</b>	<b>Module 2.1: Introduction to Meetings</b>	
2/6	<p>Read from Module 2.1:</p> <ul style="list-style-type: none"> <li>• <a href="#">Stop the Meeting Madness</a></li> </ul> <p>Read from Veltsos, J., R., &amp; Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> <li>• Chapter 4: Managing Meetings and Teams pp. 82-112</li> </ul>	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"> <li>• <a href="#">A Checklist for Planning Your Next Big Meeting</a></li> </ul>	<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>
<b>Week 5</b>	<b>Module 2.2: Presentations</b>	
2/13	<p>Read from Module 2.2:</p> <ul style="list-style-type: none"> <li>• <a href="#">Chapter 16: Presentations</a></li> <li>• <a href="#">Presentation Zen Web Reading</a></li> </ul>	M2.2 Exercise: Outline Your Presentation due 2/18 by 11:59pm via Canvas
2/15	<p>Read from Veltsos, J., R., &amp; Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> <li>• Chapter 5: Making Presentations pp. 113-141</li> </ul>	<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>

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

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

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

4/4	<p>Read from Module 4.2:</p> <ul style="list-style-type: none"> <li>• <a href="#">Effective Communication Strategies: 7 Ways to Improve</a></li> </ul>	<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>
<b>Week 13</b>	<b>Module 4.3: Audience Analysis</b>	
4/9	<p>Read from Zarlengo, T., &amp; Griffith, J. (2023). <i>A Rhetorical Approach to Workplace Writing (RAWWr)</i>:</p> <ul style="list-style-type: none"> <li>• <a href="#">Chapter 3: "Audience"</a></li> </ul> <p>Read from Module 4.3:</p> <ul style="list-style-type: none"> <li>• <a href="#">The Content Strategy Toolkit: Get Stakeholders on Board</a></li> </ul>	<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"> <li>• <a href="#">Melonçon, L. (2017). Embodied Personas for a Mobile World</a></li> </ul> <p>Read from Veltsos, J., R., &amp; Hynes, G., E. (2022): <i>Managerial Communication</i>:</p> <ul style="list-style-type: none"> <li>• Chapter 8: Writing Routine Messages pp. 209-236</li> </ul>	<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>
<b>Week 14</b>	<b>Module 4.4: Drafting The Communication Strategy Plan</b>	
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><b>M4.4 Assignment: Communication Strategy Draft due 4/21 by 11:59pm via Canvas (group assignment)</b></p>
<b>Week 15</b>	<b>Module 4.5: Revising the Communication Strategy Plan</b>	
4/23	Almost there!	M4.5 Exercise: Self Review of Communication Strategy due 4/23 by 11:59pm via Canvas
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><b>M4.5 Assignment: Communication Strategy Final Draft is due 4/28 by 11:59pm via Canvas (group assignment)</b></p> <p><b>Exercise M4.5: Self/Team Evaluation due 4/28 by 11:59pm via Canvas</b></p>