WHCP 6210: Clear and Persuasive Business Writing
Syllabus: Fall 2022

Course Learning Objectives:
Students in WHCP 6210 will improve their ability to:
- Write persuasively in a business context
- Write clearly and concisely

Course Description:
Students in WHCP 6210 will improve their ability to develop effective arguments and to write clearly, concisely and persuasively. Through pre-recorded lectures, targeted practice, class discussions, and instructor feedback, students will become more effective workplace writers.

Assignments and Grading:
Due dates vary so please read each assignment carefully. Your final grade will be out of 100 points. **To pass the course, you must receive a minimum score of 65.** Your grade will be determined by:

Graded Assignments:	**Points**
• Audience Analysis (due by the start of class 2)	10
• Persuasive Memo I (due by the start of class 3)	20
• Draft Persuasive Memo II (due 2 days after class 4)	10
• Final Persuasive Memo II (due 2 days after class 6)	30
Total for Graded Assignments	**70**

Participation:	**30**

Your participation grade will be determined holistically by your:
- Attendance in class and at your one-on-one meeting
- Level of preparedness and engagement during in-class exercises and discussions
- Timely submission of any ungraded assignments or exercises

Please also note the following details about the course policies:
- **You must complete all graded assignments to pass this course**, and do so on time to receive full credit.
- Attendance at each session is very important. Any unexcused absence will have a negative impact on your grade. **Note: students with more than 2 absences (for any reason, excused or unexcused) cannot pass the course.**
- Late submissions will be marked down:
  - 10% if the submission falls in the following window: 1-minute-late to 24-hours-late.
  - An additional 10% if the submission falls in the following window: 24-hours-and-1-minute late to 48-hours-late.

- o   Etc. for every additional 24 hours they are late.
- All graded assignments submitted more than 1 week late will receive 0 points. You must still complete all graded assignments to have a chance to pass the course.
- All assignments will be scanned by TurnItIn, a software program that identifies possible instances of plagiarism. Additional information about TurnItIn, along with guidance on how to avoid plagiarism, is available on the course's Canvas site. More broadly, students are responsible for compliance with the Ethics Matrix.

Electronic Device Policy:
The use of electronic devices—including phones—is prohibited in the classroom. Before class begins, place all devices out of sight. Failing to do so will negatively affect your participation grade. If an in-class assignment requires you to bring a device to class, your instructor will inform you in advance.

Mask Policy:
In accordance with university policy, masks may be required in the classroom based on instructor prerogative. Your instructor will communicate their classroom mask policy prior to the first day of class via an email and Canvas announcement.

Required Reading:
You'll find a list of each week's required readings under that week's class overview page under 'Modules' on the 6210 Canvas site. You can access all required readings through the Study.net tab in the left margin of the 6210 Canvas site.

WHCP 6210—Course Overview

Class	Focus	Deliverables	Points
1	Clarifying Your Goals & Understanding Your Audience	**Watch:** • Pre-recorded Class 1 Lecture **Read:** • Course syllabus and Canvas site • Class 1 Discussion Reading	-- **--** **--**
2	How to Develop Effective Arguments: Paragraphs & Cohesion	**Watch:** • Pre-Recorded, Class 2 Lecture **Read:** • Class 2 Discussion Reading **Submit (by the start of class 2):** • Audience Analysis	**--** **--** **10**
3	How to Organize & Format a Persuasive Message	**Watch:** • Pre-Recorded, Class 3 Lecture **Read:** • Class 3 Discussion Reading **Submit (by the start of class 3):** • Persuasive Memo I	**--** **--** **--** **20**

4	How to Distill & Frame Your Argument (Make Your Message Stick)	**Watch:** • Pre-Recorded Class 4 Lecture	--
		Read: • Class 4 Discussion Reading	--
		Submit (2 days after class 4): • Draft of Persuasive Memo II	**10**
5	One-on-One Meeting with Instructor (20 mins per student)	No Assignments	--
6	Revising for Clarity & Concision	**Watch:** • Pre-Recorded, Class 6 Lecture	--
		Read: • Class 6 Discussion Reading	--
		Submit (2 days after class 6): • Final Version of Persuasive Memo II	**30**
ALL	Attend class, attend your class 5 meeting with your instructor, actively engage in class discussion, and complete ungraded exercises or assignments in a timely manner	Class Participation	**30**
		Total Points	**100**

Course Overview
Full assignment details may be found on Canvas

Class 1 Overview: Clarifying Your Goals & Understanding Your Audience

Required Class 1 Assignments:
- **Watch (by the start of class 1):**
    - The pre-recorded Class 1 lecture

- **Read (by the start of class 1):**
    - Course syllabus
    - Course Canvas site
    - Discussion Reading:
        - Samsung, "Samsung Will Replace Current Note7 With New One."
        - Netflix Email Announcing Price Increase, Jan. 2019
        - "Banks Should Be Allowed to Expand--and Fail," by Jamie Dimon, CEO of JP Morgan

Class 2 Overview: How to Develop Effective Arguments—Paragraphs & Cohesion

Required Class 2 Assignments:
- **Watch (by the start of class 2):**
    - The pre-recorded Class 2 lecture

- **Read (by the start of class 2):**
    - "Progress for Women Isn't Just Slow—It's Stalled," by Sheryl Sandberg and Rachel Thomas
    - "A Minimum Tax for the Wealthy," by Warren Buffett

- **Submit (by the start of class 2):**
    - **Audience Analysis Assignment (10 points):** Drawing on the tools introduced in lecture, develop a comprehensive audience analysis. See Canvas for additional assignment details.

Class 3 Overview: How to Organize & Format a Persuasive Message

Required Week 3 Assignments:
- **Watch (by the start of class 3):**
    - The pre-recorded Class 3 lecture

- **Read (by the start of class 3):**
    - Minder Cheng's Letter of Barclays' Clients
    - Elon Musk's email announcing layoffs at Tesla (2019)
    - Message from Roz Brewer and Stefano Pessina introducing WBA's ESG report

- **Submit (by the start of class 3):**

- **Persuasive Memo I (20 points):** Read the assigned case and write a persuasive memo of approximately 300--500 words in response to the assignment prompt in Canvas. For more details about the assignment, please refer to Canvas.

Class 4 Overview: How to Distill & Frame Your Argument (Make Your Message Stick)

Required Class 4 Assignments:
- **Watch (by the start of class 4):**
    o The pre-recorded Class 4 lecture

- **Read (by the start of class 4):**
    o "Netflix Culture—Seeking Excellence."

- **Submit (2 days after class 4):**
    o **Draft of Persuasive Memo II (10 points)--**Write a draft of your second persuasive memo (approximately 300--500 words) in response to the assignment prompt in Canvas. For more details about the assignment, please refer to Canvas.

Class 5 Overview: One-on-One Meeting with Instructor (20 mins per student)
    o During this meeting with your instructor, you will discuss the draft of your second persuasive memo and your progress toward reaching the writing goals you identified at the start of the course.

Class 6 Overview: Revising for Clarity & Concision

Required Class 6 Assignments:
- **Watch (by the start of class 6):**
    o The pre-recorded Class 6 lecture

- **Read (by the start of class 6):**
    o Jack Dorsey's email/tweet resigning as CEO from Twitter
    o Weil, Gotshal & Manges email announcing layoffs
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- **Submit (2 days after class 6):**
    o **Final Version of Persuasive Memo II (30 points):** Based on the feedback you received in your one-on-one meeting with your instructor, and the skills introduced in the class 6 lecture, revise your Persuasive Memo II and submit a final version to Canvas. For more details about the assignment, please refer to Canvas.