This syllabus reflects the nature of the course when it was most recently taught. All syllabi are subject to change by the instructor.

H. John Heinz School of Public Policy and Management
Professional Writing
Hamburg Hall

Instructor: Edward H. Barr

Office Hours: Scheduled upon request

Introduction

Executives, managers, and staff write and present poorly due to unclear thinking, failure to appreciate audiences’ needs, limited writing skills, weak vocabulary and, worst of all, fear. Unable to communicate, managers often fail to resolve problems and grow professionally.

Course Goals

This course is intended to:
1) Provide you with a model for strategic thinking,
2) Increase your appreciation of audiences,
3) Improve your writing and expression of ideas,
4) Increase your vocabulary, and
5) Reduce your fear of writing and presenting while increasing your ability to achieve your objectives.

Overview

Class time is more productive and enjoyable when all participate. Therefore, class participation will be recorded and applied to grading. The majority of class time, however, will be devoted to writing and re-writing. We will write much and edit much. Out-of-class assignments will include vocabulary development, grammar review, related readings and, of course, writing. Writing and re-writing, together with the readings of good authors, are the best ways to improve writing.

Texts

A Pocket Style Manual, latest edition. Diana Hacker

Attendance and Other Matters

Attendance is mandatory. If you miss class, your grade will be lowered (legitimate excuses will be considered). All assignments must be typed and students must type their names on their papers. Papers may be sent to the instructor by e-mail and attached Word documents. Please name your files using your name. Cell phones and laptop computers must be turned off in class.
Course Schedule (subject to modification)

-Introductions, review of syllabus, discussion of importance of good writing and strong vocabulary. Assignments - “Warm up” writing #1, grammar review.

-Review of assignments, discussion of objectivity, review of strategic thinking models, discussion of audience needs, discussion of etymology. Assignments - Essay writing

-Review of assignments, discussion of organizational power and corporate communicating, vocabulary review, memo formatting. Assignments - Memo writing #1.


-Review of assignments, vocabulary review, employee disciplining and related communication, role play. Assignments - E-Mail writing #2.


-Review of assignments, vocabulary review, cover letters and resumes. Assignment - RFP writing.

Comment

Styles to be Avoided – Academic, Bureaucratic and Legalistic

Style to be Adopted – Clear, Concise, Coherent, Conversational

Grammar to be Discussed – Action Verbs, Active Voice, Character as Subject, Modifiers, Parallel Structure, Pronoun Reference, Nominalization, and others.

Management Topics to be Discussed – Leadership, Lay-off, Employee Evaluation, Emotional Quotient, Crisis Management, Marketing, Fund Raising, Employee Discipline, Job Search Tactics, Resume and Cover Letter Writing, and others.

Grading

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<th>Assignment</th>
<th>Points</th>
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<td>Memo #1</td>
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<tr>
<td>Memo #2</td>
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<tr>
<td>E-Mail #1</td>
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