

SCHEDULE

Monday, June 27

It's the start of term so we'll spend the bulk of the day discussing the syllabus, introducing ourselves, and experimenting a bit with the quintessential genres of professional communication: the resume and cover letter.

Wednesday, June 29 *add/drop ends

We'll continue the work we started with early drafts of your resumes and cover letters through an in-class workshop, and a couple of readings to help situate professional writing in the context of rhetoric and in pragmatic, real-world situations. To prepare for class:

- **Draft** a cover letter and resume for a *generic* job in your field of interest (you'll research a specific company and job to tailor these documents to next week). *Turn in drafts to Courseweb by Tuesday evening.*
- **Read:** "Writing: A Ticket to Work... or a Ticket Out?" and "A Rhetorical Toolbox" and practical [cover letter](#) and [resume](#) help.
- **Post:** Post two passages *from each reading* to the Commonplace Log (by Tuesday evening) on Courseweb. *There will be two threads, one for each longer reading (see my first post for instructions).*
- **Make:** Set up a professional Twitter account (with a pseudonym, if you prefer) and your initial profile options (picture/avatar, header image, profile description), and find and follow people/organizations in your field/field of interest. Follow me @moriahlpurdy. *If you have chosen a pseudonym send me an email letting me know who you are.*

Monday, July 4

****NO CLASS****

Continue working on your company & career profile research

Wednesday, July 6

The focus of this will be tailoring your application materials to your chosen company and specific job application through workshop and writing activities. We'll also read a bit more about social media and professional personas, and discuss your twitter experiences thus far. To prepare for class:

- **Draft** your career and company profiles (due Tuesday evening). In preparation for class, take some notes (or revise, if you have time) how you will adjust your resume and cover letter to suit what you've learned from your research of this company.
- **Read** "[The Twitter Guide for Professionals Who 'Just Don't Get It'](#)" and a case example, "A Digital Ethnography of Medical Students who Use Twitter for Professional Development" (PDF)
- **Post to the CPL** (by Tuesday evening) screenshots of six Tweets from the new accounts you are now following and an excerpt from the "Digital Ethnography" article (two threads, one for each. See first thread posts for instructions).
- **Follow on Twitter** more professionals in your career field of interest, organizations, and news/media sources related to the field. **Tweet** your first tweet (if you haven't already), on a subject of your choosing (not a retweet or reply).

Monday, July 11

****PORTFOLIO 1 DUE****

Your primary responsibility is to finalize your projects for Portfolio 1. In class, we'll work toward the next set of projects by introducing the assignment prompts and working through some initial composition experiments to learn about professional ethics, along with one reading and accompanying CPL post. To prepare for class:

- **Due:** Portfolio 1. Turn in digitally via Courseweb prior to the start of class.
- **Read:** "[A History of Business Ethics](#)" from the Markkula Center for Applied Ethics at Santa Clara University.
- **Post to the CPL** (by Sunday evening) an excerpt from the reading (see first post in thread for instructions).
- **Tweet/Reply/Retweet** something of your choice.

Wednesday, July 13

We'll prepare for your workplace ethics reports and memos, and will spend some time in-class in your small groups preparing for running your "meetings" next week. To prepare for class:

- **Read:** Wysocki, Anne Francis. "The Multiple Media of Texts: How Onscreen and Paper Texts Incorporate Words, Images, and other Media" and [practical advice on memos](#) from the Purdue Online Writing Lab. **Make sure to have read by now** the article you'll be working from next week so that you're prepared to plan your meeting with your group.
- **Post to the CPL** (by Tuesday evening) from Wysocki's article
- **Tweet/Reply/Retweet** something related to workplace ethics.

A reminder that agendas and supplementary materials should be distributed by Friday, 5pm.

Monday, July 18

This week is our entry into topic-based concerns of business ethics as well as your rehearsal of agenda-setting, meeting running, and meeting minutes. We'll also have workshop. To prepare for class:

- **Draft (turn in Sunday evening):** Report on Ethical Issue, in advance of in-class workshop.
- **Read [Ethics topic #1: Social Media (Group 1)]:** "Social Media affordances and governance in the workplace: An examination of Organizational policies." *and any supplementary materials provided by Group 1.*
- **Read [Ethics topic #2: Gender Inequality (Group 2)]:** "The Persistence of Workplace Gender Segregation in the US." *and any supplementary materials provided by Group 2.*
- **Tweet/Reply/Retweet** something relevant to workplace ethics and your field of interest.

Wednesday, July 29

Business ethics meetings, week 2 and memo preparation. To prepare for class:

- **Read [Ethics topic #3: Accessibility (Group 3)]:** "Functioning, Capability and Freedom: A Framework for Understanding Workplace Disabilities" *and any supplementary materials provided by Group 3.*
- **Read [Ethics topic #4: Diversity (Group 4)]:** "Supporting workplace diversity: emerging roles for employment counselors" *and any supplementary materials provided by Group 4.*

- **Post to the CPL** links to example memos (see first post in thread for instructions), ideally ones from your career field of interest, if you can find them.
- **Tweet/Reply/Retweet** something relevant to workplace ethics and your field of interest.

Monday, July 25

We're rounding the corner to the second portfolio and final presentations. We'll workshop your memo series for the portfolio and move toward the final presentations. To prepare for class:

- **Draft** (*turn in Sunday evening*): your memo series
- **Tweet/Reply/Retweet** something of your choice

Wednesday, July 27

We'll work on the materials for your formal presentations and will have working time for your portfolios and presentations. To prepare for class:

- **Draft** (bring to class) the project you want to derive your final presentation from and some initial thoughts on how you want to present it.
- **Read:** “9 Tips or More Powerful Business Presentations” and “[Designing an Effective Powerpoint Presentation](#)” and “[13 Best Practices for Effective Presentation Handouts](#)”
- **Post to the CPL** an excerpt from *one* of the above practical guides (see first post in thread for instructions)
- **Tweet/Reply/Retweet** something of your choice

Monday, August 1

****PORTFOLIO 2 DUE** to Courseweb prior to the start of class.**

Presentations/Celebrations

- For those presenting, please turn in your powerpoint and handout by Sunday evening.

Wednesday, August 3

Presentations/Celebrations

- For those presenting, please turn in your powerpoint and handout by Tuesday evening.