ENGL 3743 - Introduction to Professional Writing

Fall 2026 Syllabus, Section 01, CRN 40462,

Credit hours: 3

Instructor

Maria Conti Maravillas

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Public Instructor Information

Instructor Title: Assistant Professor of English
Instructor Professional Qualifications:

- PhD, Rhetoric, Composition, and the Teaching of English, The University of Arizona, 2019
- MA, Literature and Writing, Kent State University, 2014
- BA, English, Walsh University, 2012

Instructor Office Location: DeBartolo 241
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Course Description

3743. Introduction to Professional Writing. Exploration of writing for public and professional/technical audiences. Students examine the use of writing in public organizations, government, the nonprofit sector, the safety and health professions, and political and social campaigns. With an emphasis on audience and purpose, students consider the rhetorical and ethical demands of writing in public, professional and technical contexts. Assignments may include analysis and research, proposals, media kits, editorials, instructions, position papers, and web content. Prereq.: ENGL 1551 or ENGL 1551H with a minimum grade of C. 3 s.h.

Writing is something that can be improved through practice. Every writer, regardless of their prior writing experiences, can succeed in this course if they apply effort, use resources effectively, reflect on their writing strategies, and make changes as needed. My hope is that all students will develop the knowledge they need to do well and that all students—even those who perform well early in the semester—will develop greater knowledge and skills through practice. The goal is to prepare you for writing and communicative tasks in the university, in the workplace, and in your civic, social, and professional life.

Course Readings

Group	Title	Author	ISBN
Required	Practical Strategies for Technical Communication: A Brief Guide, 5th edition	Mike Markel and Stuart A. Selber	9781319476779

Required Course Textbook

Practical Strategies for Technical Communication: A Brief Guide, 5th edition (2025), Mike Markel and Stuart A. Selber, ISBN-13: 9781319476779.

You will need access to the textbook to complete assignments, and it must be the **5th edition**. Check the YSU Bookstore for print and digital copies for purchase or rent. Assigned chapters are as follows:

- “Introduction to Technical Communication”
- “Analyzing Your Audience and Purpose”
- “Applying for a Job”
- “Writing Instructions”
- “Illustrating Process Descriptions and Instructions”
- “Writing Memos”
- “Writing Recommendation Reports”

- "Sample Recommendation Report"
- "Researching Your Subject"
- "Creating Graphics"

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Course Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	"Introduction to Technical Communication," pp. 2-14 (Practical Strategies) "Analyzing Your Audience and Purpose," p. 52-middle of p. 60	Unit 1: Application Materials Project audience and purpse	By 8/26: Read pp. 2-14; Welcome to English 3743 video quiz; Watch Week 1 video; Introduction to Technical Communication video quiz By 8/30: Read pp. 52-60; Project 1 Assignment Sheet video quiz; Analyzing Your Audience and Purpose video quiz; Complete Intro to Course survey; Update Blackboard profile photo
8/31	"Applying for a Job," pp. 261-285	drafting	By 9/2: Read pp. 261-285; Watch Week 2 video; Applying for a Job video quiz; AI Appropriate Use Commitment due; Draft of Project 1 Part A: Resume due By 9/6: Draft of Project 1 Part B: Cover Letter due; Rhetorical Choices Analysis video quiz
9/7		feedback and revision	By 9/9: Watch Week 3 video; Draft of Project 1 Part C: Rhetorical Choices Analysis due; Submit your full Project 1 draft (Parts A, B, and C) to the peer review portal. By 9/13: How to Get the Most Out of Peer Review video quiz; Complete your assigned peer reviews (two)
9/14		revision and editing; finalizing Project 1	By 9/16: Watch Week 4 video; Short Assignment 1 By 9/20 Submission Reflection 1; Final Project 1 (Parts A, B, and C)
9/21	"Writing Instructions" pp. 397-413 and "Illustrating Process Descriptions and Instructions," pp. 222-229 "Writing Memos" pp. 247-249	Project 2: Set of Instructions; memos and proposal	By 9/23: Read pp. 397-413 and 222-229; Watch Week 5 video; Project 2 Assignment Sheet video quiz; Writing Instructions video quiz By 9/27: Read pp. 247-249; Watch the Writing Memos video; Proposal for Project 2: Instructions
9/28			By 9/30: Read Proposal feedback from instructor. If Proposal was approved, begin working on Project 2 draft (Part A: Instructions and Part B: Rhetorical Choices Analysis). By 10/4: Feedback Memo 1 due; Continue working on Project 2 draft.
10/5		drafting; feedback and revisions	By 10/7: Project 2 draft (Parts A and B) due to instructor portal and peer review portal. By 10/11: Complete your assigned peer reviews (two).

10/12		revision and editing; finalizing Project 2	By 10/14: Watch Week 8 video; Short Assignment 2 By 10/18: Submission Reflection 2 due; Final Project 2 due
10/19	"Writing Recommendation Reports," pp. 342-358 "Sample Recommendation Report," pp. 359-380	Project 3: Recommendation Report; identifying a topic	By 10/21: Read pp. 342-358; Watch Week 9 video; Project 3 Assignment Sheet video quiz; Writing Recommendation Reports video quiz By 10/25: Read pp. 359-380; Watch Week 10 video; Proposal for Project 3 due
10/26	"Researching Your Subject," pp. 75-100	secondary research; primary research	By 10/28: Read pp. 75-100; Researching Your Subject video quiz By 11/1: Conducting Effective Interviews and Surveys video quiz; Short Assignment 3 due
11/2	"Creating Graphics," pp. 192-230	creating effective graphics; drafting	By 11/4: Watch Week 11 video; Short Assignment 4 due; Continue working on recommendation report By 11/8: Read pp. 192-230; Creating Graphics video quiz; Feedback Memo 2 due; Continue working on recommendation report
11/9		drafting	11/11: University closed By 11/15: Watch Week 12 video; Short Assignment 5 due; Continue working on recommendation report
11/16		drafting	By 11/18: Draft of Project 3 Part A due By 11/22: Draft of Project 3 Part 2 due to instructor portal. Submit Parts A and B to the peer review portal.
11/23		feedback and revisions	No classes (university wide) for Thanksgiving Break By 11/25: Begin working on Project 3 peer reviews (two). By 11/29: Continue working on Project 3 peer reviews.
11/30		feedback and revisions	By 12/2: Complete Project 3 peer reviews (two). By 12/4: Short Assignment 6 due; Continue working on recommendation report.
12/7		finalizing Project 3	By 12/8: Final Project 3: Recommendation Report is due by Tuesday, 12/8. You are responsible for checking your YSU email once per day until 12/14 (when final grades are submitted) in case of issues with technology, files, submission, etc.

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.