

ENGL 3743 - Introduction to Professional Writing

Fall 2026 Syllabus, Section 02, CRN 40463,

Credit hours: 3

Instructor

James Frohman

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Public Instructor Information

Instructor Title: Mr. Jimmy Frohman

Instructor Professional Qualifications: MA in English, YSU; BA in English, YSU; 11 years of experience as a Technical Writer / Proposal Writer / Knowledge Manager

Instructor Office Location: Course meets online; office hours available by appointment

Instructor Office Phone: English Department Phone Number - (330) 941-3414

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.

Course Readings

Group	Title	Author	ISBN
Required	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.

- "Introduction to Technical Communication," pp. 2-14
- "Analyzing Your Audience and Purpose," p. 52-middle of p. 60
- "Applying for a Job," pp. 261-285
- "Writing Instructions" pp. 397-413
- "Illustrating Process Descriptions and Instructions," pp. 222-229
- "Writing Memos" pp. 247-249
- "Writing Recommendation Reports," pp. 342-358
- "Sample Recommendation Report," pp. 359-380
- "Researching Your Subject," pp. 75-100
- "Creating Graphics," pp. 192-230

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



Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	8/26 Wednesday: "Introduction to Technical Communication," pp. 2-14 (Practical Strategies) ; Read Syllabus 8/30 Sunday: "Analyzing Your Audience and Purpose," p. 52-middle of p. 60	Wednesday: Intro / Application Materials Project Sunday: Audience and purpose	Wednesday: • Welcome to English 3743 video quiz • Watch Week 1 video • Introduction to Technical Communication video quiz Sunday: • Project 1 Assignment Sheet video quiz • Analyzing Your Audience and Purpose video quiz • Complete Intro to Course survey • Update Blackboard profile photo
8/31	9/2 Wednesday: "Applying for a Job," pp. 261-285 9/6 Sunday: None	Wednesday: Drafting Sunday: Drafting	Wednesday: • Watch Week 2 video • Applying for a Job video quiz • AI Appropriate Use Commitment due • Draft of Project 1 Part A: Resume due to Blackboard portal "Project 1 Draft for Instructor Feedback." • Draft of Project 1 Part B: Cover Letter due to Blackboard portal "Project 1 Draft for Instructor Feedback."
9/7	9/9 Wednesday: None 9/13 Sunday: None	Wednesday: Feedback and Revision Sunday: Effective Peer Reviews	Wednesday: • Submit your full Project 1 draft (Part A: Resume and Job Ad, Part B: Cover Letter : Part C: Writing Reflection) within the Project 1 Draft and Peer Review Activity portal. The system will assign you two projects to review after you upload your draft. Your peer reviews are due by 9/13 at 11:59 pm. Sunday: • How to Get the Most Out of Peer Review video quiz • Complete your assigned peer reviews (two) within the Project 1 Draft and Peer Review Activity portal.
9/14	9/16 Wednesday: None 9/20 Sunday: None	Wednesday: Writing for Accessibility Worksheet Sunday: Finalizing Project 1	Wednesday: • Watch Week 4 video • Accessibility Writing Assignment Sunday: • Submission Reflection 1 • Final Project 1 (Part A: Resume and Job Ad, Part B: Cover Letter, and Part C: Writing Reflection))
9/21	9/23 Wednesday: "Writing Instructions" pp. 397-413 and "Illustrating Process Descriptions and Instructions," pp. 222-229 9/27 Sunday: "Writing Memos" pp. 247-249	Wednesday: Project 2: Set of Instructions Sunday: Memos and Proposals	Wednesday: • Watch Week 5 video • Project 2 Assignment Sheet video quiz • Writing Instructions video quiz Sunday: • Watch the Writing Memos video • Proposal for Project 2: Instructions
9/28	9/30 Wednesday: None 10/4 Sunday: None	Wednesday: Drafting Sunday: Drafting	Wednesday: • Read Proposal feedback from instructor. If Proposal was approved, begin working on Project 2 draft (Part A: Instructions and Part B: Writing Reflection) due 10/7 Sunday: • Continue working on Project 2 draft (due 10/7)



10/5	10/7 Wednesday: None 10/11 Sunday: None	Wednesday: Drafting Sunday: Feedback and Revision	Wednesday: • Draft of Project 2: Instructions due (20 points). Upload your draft (Part A: Instructions and Part B: Writing Reflection) to the Blackboard portal "Project 2 Draft for Instructor Feedback." • Submit your Project 2 draft (Part A and Part B) within the Project 2 Draft and Peer Review Activity portal. The system will assign you two projects to review after you upload your draft. Your peer reviews are due by 10/11 at 11:59 pm. Sunday: • Complete your assigned peer reviews (two) within the Project 2 Draft and Peer Review Activity portal.
10/12	10/14 Wednesday: None 10/18 Sunday: None	Wednesday: UX Writing Worksheet Sunday: Finalizing Project 2	Wednesday: UX Writing Assignment due 11:59 PM Sunday: Final Project 2: Instructions (Part A and B)
10/19	10/21 Wednesday: "Writing Recommendation Reports," pp. 342-358 10/25 Sunday: "Sample Recommendation Report," pp. 359-380	Wednesday: Project 3 Recommendation Report Sunday: Identifying a Topic	Wednesday: • Watch Week 9 video • Project 3 Assignment Sheet video quiz • Writing Recommendation Reports video quiz Sunday: • Watch Week 10 video • Proposal for Project 3: Recommendation Report
10/26	10/28 Wednesday: "Researching Your Subject," pp. 75-100 11/1 Sunday: None	Wednesday: Secondary Research Sunday: Primary Research	Wednesday: • Researching Your Subject video quiz Sunday: • Conducting Effective Interviews and Surveys video quiz • Short Assignment due
11/2	11/4 Wednesday: None 11/8 Sunday: "Creating Graphics," pp. 192-230	Wednesday: Creating Effective Graphics Sunday: Drafting	Wednesday: • Creating Graphics video quiz • Continue working on Recommendation Report (Project 3 draft due 11/15)
11/9	11/11 Wednesday: No Class 11/15 Sunday: None	Wednesday: No Class Sunday: Drafting	Wednesday: No Class Sunday: • Draft of Project 3 Part A: Body of Recommendation Report. Upload your draft to the Blackboard portal "Project 3 Draft for Instructor Feedback."
11/16	11/18 Wednesday: None 11/22 Sunday: None	Wednesday: None Sunday: Feedback and Revisions	Wednesday: • Draft of Project 3 Part B: Front Matter and Back Matter due (10 points). Submit your full Project 3 draft (Part A: Body of Recommendation Report and Part B: Front Matter and Back Matter) as one document to the Blackboard portal "Project 3 Draft for Instructor Feedback." • Submit your full Project 3 draft (Part A: Body of Recommendation Report and Part B: Front Matter and Back Matter) as one document within the Project 3 Draft and Peer Review Activity portal. The system will assign you two projects to review after you upload your draft. Your peer reviews are due by 11/18 at 11:59 pm. Sunday: • Begin working on peer reviews for Project 3 draft (due 4/15). Look within the Project 3 Draft and Peer Review Activity portal under Week 14 for more information.
11/23	Wednesday: No Class Sunday: No Class	Wednesday: No Class Sunday: No Class	Wednesday: No Class - I will be available by email for any questions Sunday: No Class - I will be available by email for any questions

11/30	12/1 Wednesday: None 12/5 Sunday: None	Wednesday: Feedback and Revisions Sunday: Revisions	Wednesday: • Complete your assigned peer reviews (two) within the Project 3 Draft and Peer Review Activity portal. Sunday: • Short Assignment 6 due • Continue working on recommendation report (Final Project 3 due 12/8)
12/7	No reading	Wednesday: Finalizing Project 3: Recommendation Report	Wednesday• Final Project 3: Recommendation Report (submit under Final Week on Blackboard). • You are responsible for checking your YSU email once per day until when final grades are submitted) in case of issues with technology, files, submission, etc.

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