ENGL 3743 - Introduction to Professional Writing

Fall 2026 Syllabus, Section 03, CRN 41577,

Credit hours: 3

Instructor

Diana Awad Scrocco

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Public Instructor Information

Instructor Title: Professor

Instructor Professional Qualifications:

Ph.D., English: Rhetoric & Composition, Kent State University, 2012

M.A., English: Literature & Writing, Kent State University, 2008

B.A., English and Psychology, Youngstown State University, 2006

Instructor Office Location: DeBartolo Hall 238

Instructor Office Phone: 330-941-1640

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	Mike Markel, Stuart A. Selber	9781319476779

REQUIRED:

Alley, M., Schreiber, M., Ramsdell, K., & Muffo, J. (2005). Pilot testing of a new design for presentation. *Journal of Technical Writing and Communication, 35*(4), 421–432.

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

Schedule of Topics and Assignments

Day	Date	Reading(s)	Proposed Topic	Due/To Prepare for Class
Tue	8/25		Introduction to Professional Writing	
Thu	8/27	Textbook Chapter 4, “Analyzing Your Audience and Purpose”	Introduction to Rhetorical Situations	Submit Reading Response 1
Tue	9/1	Textbook Chapter 11, “Writing Proposals”	Introduction to Proposals	Submit Reading Response 2 Bring notes or draft of project proposal

Thu	9/3		Peer Review: Problem Proposal Memo	Submit full draft of Problem Proposal Memo for peer review Final draft of Problem Proposal Memo due Sunday, 9/6/26 at midnight
Tue	9/8	Textbook Chapter 5, "Researching Your Subject"	Conducting Research in Professional Contexts	Submit Reading Response 3
Thu	9/10	Textbook Chapter 8, "Creating Graphics"	Creating Graphics for Professional Documents	Submit Reading Response 4
Tue	9/15		Workshop: Using Secondary Sources to Create Infographics	Bring 3 sources with notes for the project
Thu	9/17		Workshop: Using Secondary Sources to Create Infographics	Bring 2-3 more sources with notes for the project
Tue	9/22		Workshop: Using Secondary Sources to Create Infographics	Bring draft of Secondary Research Infographic for workshop
Thu	9/24		Peer Review: User Testing Infographics	Bring full draft of Secondary Research Infographic for user test peer review
Tue	9/29		Infographic Presentations	Submit Secondary Research Infographic final draft Secondary Research Infographic Presentations
Thu	10/1		Infographic Presentations	Secondary Research Infographic Presentations Bring first draft of primary research study methods plan
Tue	10/6	Textbook Chapter 6, "Writing for Your Readers"	Analyzing Professional Audiences	Submit Reading Response 5 Bring collected primary data or revised primary data plan
Thu	10/8	Textbook Chapter 7, "Designing Print and Digital Documents"	Designing Professional Print and Digital Documents	Submit Reading Response 6 Bring collected primary data
Tue	10/13		Workshop: Research Study Poster	Bring current draft of Primary Research Study Poster
Thu	10/15		Peer Review: Primary Research Study Poster	Submit full draft of Primary Research Study Poster for peer review
Tue	10/20		Primary Research Poster Presentations	Submit Primary Research Study Poster final draft Primary Research Poster Presentations
Thu	10/22		Primary Research Poster Presentations	Primary Research Poster Presentations
Tue	10/27	Textbook Chapter 13, "Writing Recommendation Reports"	Writing Professional Recommendation Reports	Submit Reading Response 7
Thu	10/29	Alley, M., Schreiber, M., Ramsdell, K., & Muffo, J. (2005). Pilot testing of a new design for presentation. Journal of Technical Writing and Communication, 35(4), 421–432.	Designing Professional PowerPoint Slides	Submit Reading Response (BONUS)
Tue	11/3		Workshop: Research-Based Recommendation Report	Bring draft of Recommendation Report
Thu	11/5		Writing a Research Paper with Primary Data Analysis	Bring draft of Recommendation Report
Tue	11/10		Peer Review: Recommendation Report	Submit half draft of Recommendation Report for peer review
Thu	11/12	No Class		
Tue	11/17	Textbook Chapter 10, "Applying for a Job"	Writing Job Application Materials	Submit Reading Response 8 Bring job posting for internship or position Bring job posting for internship or position

Thu	11/19		Peer Review: Final PowerPoint Presentation Slides	Submit full draft of Final Presentation PowerPoint for peer review
Tue	11/24		Group Peer Review: Recommendation Report	Submit full draft of Recommendation Report for group peer review (48 hours in advance)
Thu	11/26	No Class		
Tue	12/1		Recommendation Report Final Presentations	Submit Final PowerPoint final draft Final Presentations
Thu	12/3		Recommendation Report Final Presentations Peer Review: Job Application Portfolio	Final Presentations Submit full draft of Job Application Portfolio for peer review
Tue	12/8	No Class		
Thu	12/10		Final Drafts Due	Submit Recommendation Report final draft Submit Job Application Portfolio final draft

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.