



WRTG 394: Advanced Business Writing

This class is based on the following business simulation scenario:

SCENARIO: When you started your own business six months ago, you used a business communication 1.0 model. Although your company is set-up and running smoothly now, your business communication 1.0 model isn't working as effectively as you expected. It's time to change to a business communication 2.0 model (also known as a Web 2.0 or Enterprise 2.0 = social communication model).

For this class simulation, you will create a profile for your own (fictitious) company. You will use the profile to guide your analysis of Web 2.0 tools and decide how they will be used in your company as you move toward a social communications business model.

Each week, you will explore a different aspect of Web 2.0 tools for internal and external company communications, analyze how your company can use them effectively, and set up sample sites as models. You will also discuss each Web 2.0 tool in your weekly discussion board assignments. At the end of this process, you will write an analytical (feasibility) report recommending the implementation of Web 2.0 tools in your business; your discussion board assignments will provide information for your final report.

You will use the following Web 2.0 tools in this class:

- Diigo social bookmarking
- LinkedIn online resume
- Google Reader (RSS)
- Blogger Blog
- Google Docs
- Wikispaces
- BrainShark (PPT with audio)

Course Overview

Week 1 Discussion	Post your draft company profile on the discussion board to get feedback from your classmates on how to improve it.
Week 1 Assignment	Write your company's profile. You need to understand key aspects about your fictitious company so you can make decisions about how to use Web 2.0 in it.
Week 2 Discussion	Discuss how social bookmarking can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into

Week 2 Assignment	In Week 3, the class will create a Web 2.0 in Business wiki. Each student will post on one Web 2.0 tool. The web links each student uses for research for his/her topic will be compiled into the WRTG 394 Group on Diigo which allows all classmates to share and use all of the research web links for this project.
Week 3 Discussion	Discuss how wikis can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into their final report.
Week 3 Assignment	Work collaborative with the entire class to create a Web 2.0 in Business wiki. Each student will research and write about one Web 2.0 tool that can be used in business and will provide feedback on one other classmates' post. This will help all students learn about many Web 2.0 tools to aid their research for their final report.
Week 4 Discussion	Discuss how LinkedIn can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into their final report.
Week 4 Assignment	Create a normal resume 1.0 (Word document) and a resume 2.0 on LinkedIn.
Week 5 Discussion	Discuss how blogs can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into their final report.
Week 5 Assignment	Use Blogger to create an internal and external blog site for your company. Write and post an external routine negative message to your customers and an internal routine positive post to your company employees. Use Google Reader to subscribe to two company blogs and share them.
Week 6 Discussion	Discuss how e-Newsletters can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into their final report.
Week 6 Assignment	Use Constant Contact site to write and create a persuasive email e- newsletter for your customers primarily about a new product or service your company will provide.
Week 7 Discussion	Discuss how Google Apps can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into their final report.
Week 7 Assignment	Working in groups, you will use Google Docs to collaboratively write a Business Etiquette Fact Sheet on your group's chosen country. Individually, you will use your fact sheet to create an Intercultural Etiquette presentation using Google Presentation and add narration to it using BrainShark to create a self-contained tutorial for your employees.

Week 8 Discussion	Discuss how social media can be used in your business to move it toward a social communications business model (Enterprise 2.0). Provide ideas and feedback to your classmates to help them improve their posts, which will be incorporated into their final report.
Week 8 Assignment	You will write a 6-8 page persuasive, feasibility report that explains why your company should move from a business communication 1.0 model to a business communication 2.0 model, social communication model (Enterprise 2.0) and recommends how it can do it (specific examples). Each weekly discussion board topic will be discussed as well as social media from Week 8 and one additional Web 2.0 tool.
There is NO final exam in this course.	

A more traditional version of the course is below.

Project Descriptions

Students will complete one discussion board assignment and two short written assignments each week. Students will complete the following writing tasks:

- Resume and cover letter
- Blog post
- Bad-news Message Memo
- Persuasive Email Message
- Letter of Recommendation
- PowerPoint Presentation
- Final Analytical Report

Week 1 Discussion: Attitudes, Beliefs and Values About Writing
Week 1 Assignment 1: Miscommunication Analysis
Week 1 Assignment 2: Evaluating a Message
Week 2 Discussion: Social Communication Business Model
Week 2 Assignment 1: Blog Audience Profile
Week 2 Assignment 2: Blog Post
Week 3 Discussion: Purpose
Week 3 Assignment 1: Letter of Recommendation
Week 3 Assignment 2: Negative Message Memo
Week 4 Discussion: Digital Natives/Digital Immigrants
Week 4 Assignment 1: Persuasive Social Media Email
Week 4 Assignment 2: Instructional Guide
Week 5 Discussion: LinkedIn
Week 5 Assignment 1: Resume
Week 5 Assignment 2: Application Letter
Week 6 Discussion: Intercultural Awareness
Week 6 Assignment 1: Intercultural Business Etiquette PowerPoint Presentation
Week 7 Discussion: Topic Planning
Week 7 Assignment 1: Report Work Plan
Week 7 Assignment 2: Annotated Bibliography
Week 8 Discussion: Self-Observation
Week 8 Assignment: Final Report