



Assignment Descriptions

WRTG 393 Assignment Descriptions

In this class, you will complete all of the assignments based on the following scenario:

SCENARIO: You are an **employee** for a company that needs to solve a problem by creating or implementing a new product or service. The problem can be external (for customers) or internal (for employees). The new product or service will also require a 6-8 page instructional guide and a one-page brochure or newsletter.

TRACKS: There are two tracks: customers or employees. Whichever track you choose, you must complete the assignments for that track only.

1. **Track 1 = customers.** If you choose the customer track, you will identify a problem that requires the company to create a new product or service to solve the problem for the customers. The instructional guide and brochure would be written for the customers. Some problems/solutions might be:
 - a product isn't selling and/or has problems and needs an upgrade
 - a new product needs to be created to stay competitive
 - a service isn't working well and needs to be revised or redesigned
 - a new service needs to be created to stay competitive
 - the company may want to go green
 - the company may want to start utilizing social media
2. **Track 2 = employees.** If you choose the employee track, you will identify a problem that requires the company to create a new product or service to solve the problem for the employees. The instructional guide and newsletter would be written for the employees.
 - Employees need to collaborate more effectively, so cloud storage and Google Apps would be one solution.
 - Sales people need to communicate more effectively, so the company may implement iPads for them to use.
 - Customer service isn't working well and needs to have new equipment or improved training of employees.

The company can be either a non-profit or for-profit corporation, but it needs to be large enough to have various departments as well as major decision-makers such as CEOs, owners, or Board of Directors. The company should be fictitious, but it can be based on a real company as long as you change the name. Choose a company or industry that you know something about.

You will complete this process:

- identify and analyze a problem and its solution
- write a proposal to the decision-makers who can approve the creation/implementation of the new product or service to solve the problem

- write a recommendation report that provides research to back the proposed solutions/recommendation
- create a PowerPoint presentation to present the report to the decision-makers
- write a quick start instructional guide for users of the new product or service
- write a brochure or newsletter to announce the new product or service to the customers or employees.

Summary of the Process

Week 1: You will define your company, its problem, and the new product or service that will be created to solve the problem, which will require an instructional manual. The problem is either internal (for employees) or external (for customers).

Week 2: You will analyze the problem and audience (decision-makers) and create a questionnaire to gather more information from either employees or customers, depending on the problem.

Week 3: You will write a proposal to the decision-makers (who can approve the implementation of the new product or service) to ask permission to conduct research on the problem and solution.

Weeks 4: The decision-makers have approved your proposal to do research on the problem. This week, you will start your research and complete an Annotated Bibliography and report outline.

Week 5: Now that you have completed your research phase, you will write your recommendation report where you explain the problem, the research findings and recommend that the product or service be implemented.

Week 6: The final phase of this process is to create a PowerPoint presentation on your report, which would be presented to the decision-makers who can approve the implementation of the new product or service.

Week 7: The new product or service has been created or implemented by the company. It now requires a quick start instructional guide. If the product or service was created for customers to use, the guide would show the customers how to get up and running quickly. If the product or service was created to solve an employee problem, the guide would train employees how to get up and running quickly.

Week 8: The new product or service is ready to be deployed. A one-page brochure (for customers) or newsletter (for employees) will be created to announce the new product or service.

See specific descriptions below.

Week	Assignment	Assignment Description	Points
1	Discussion	Describe your fictitious company, state its structure (profit/non-profit), the products or services the company provides, the company's customers, number of employees and their departments. State the problem the company has to solve and the new product or service it will create /implement to solve it. State customer or employee track. State Quick Start Instructional Guide topic. Find three sources related to the problem and/or solution.	20
1	Quiz	Academic Integrity	15
Persuasive Proposal to do Research Preparation			
2	Discussion	Audience Not Analyzed	20
2	Assignment 1	Problem Statement: You will complete the Problem Statement Template file provided in which you will state the problem you are trying to solve for your company as well as its purpose and preliminary solutions (new product or service).	20
2	Assignment 2	Proposal Audience Analysis: You will complete the Audience Analysis Template file provided in which you will analyze the primary and secondary audiences for your Proposal (Week 3) and Analytical Report (Week 5). The audience(s) are the decision-makers in your company who will read your Week 3 proposal and approve your next phase, which is your Week 5 recommendation report.	20
2	Assignment 3	Audience Questionnaire: You will create a Questionnaire that you would give to customers or employees (depending on the problem you are solving) to gather information about the problem and possible solutions.	20
2	Quiz	APA Style	15
Persuasive Proposal to do Research			
3	Discussion	Defining the Problem.	20
3	Assignment	Internal, Unsolicited Research Proposal: You will write a proposal that requests permission to do research on the problem/solution. It will provide specific research tasks you expect to fulfill if the proposal is approved. The AUDIENCE is the decision-makers in your company who will approve this proposal.	150
3	Tutorial	Library Tutorials	0
Annotated Bibliography & Report Outline			
4	Discussion	Questions about APA style.	20
4	Assignment	Annotated Bibliography and Report Outline. Report: You will find sources and complete an annotated bibliography and report outline for your Week 5 recommendation report.	50
4	Quiz	APA Style	15
Recommendation Report			
5	Discussion	Ethics and Visual Rhetoric	20
5	Assignment	Recommendation Report: You will write the recommendation report.	200

PowerPoint Presentation of Report			
6	Discussion	Death by PowerPoint	20
6	Assignment	PowerPoint Presentation: You will create a PowerPoint presentation based on your recommendation report t in which you present the key sections of your report as well as the script of your presentation notes for each slide. Presentation will include two hyperlinks, three graphics, slide transitions, sounds and APA citations.	100
Quick Start Instructional Guide			
7	Discussion	Quick Start Instructional Guide Analysis	20
7	Assignment	Quick Start Instructional Guide: You will write a 6-8 page (single-spaced) instructional guide about how to use the new product or service your company created to solve the problem in your analytical report. The manual must include definitions, descriptions and instructions as well as a minimum of three graphics.	150
Brochure or Newsletter			
8	Discussion	Brochure or newsletter planning and peer feedback.	20
8	Assignment	Brochure or newsletter: You will use MS Word's brochure or newsletter templates to create a brochure or a newsletter that will announce the new product or service your company created to solve the problem. Customers get a brochure; employees get a newsletter.	100
Total			1000