

Fall/Winter 2022-2023

AP/WRIT 4003A 6.0	Organizational/Corporate Writing Capstone
Course Director:	Name: Marlene Bernholtz ZOOM hours: Tuesdays 5:30-6:30pm; Wednesdays 12:30 – 1:30pm; otherwise by appointment Ext. (416) 736-5134 e-mail: mbrnhltz@yorku.ca ; other information:
Time & location:	Tuesdays, 2:30pm-5:20pm, VH 1016
Delivery Format: (Check one)	<input type="radio"/> LECTURE
Description	<p>This course offers fourth year students in the Professional Writing Program the opportunity to build on the skills and apply the rhetorical theories and concepts acquired in WRIT 3003 to direct experience writing for an institution or organization that requires new or improved documents, newsletters, promotional literature, reports, etc. Students operate as a consultancy firm, working with members of the York community (internal and/or external) to develop client relationships, while performing needs assessments, developing proposals, planning, producing, editing and publishing materials in both print and digital media. Issues related to audience, community, persuasion, ethics, and language use become meaningful as students make strategic decisions to achieve effective communication in an experiential context.</p> <p>The course will implement problem-driven, enquiry-based learning techniques, blended with structured components involving client visits, guest speakers, mini-lectures, and open discussion, as well as online collaboration and/or reflection. Direct instruction is provided through the textbook and lectures, but the onus will be on students to analyse and discuss materials and to apply theories and concepts to case studies and ongoing projects. In the second term, students will be responsible for developing and delivering seminars on specific communication issues.</p> <div style="background-color: #cccccc; padding: 10px; margin-top: 20px;"> <p>Learning Outcomes:</p> </div>

	<p>At the completion of this course, students will be able to</p> <ul style="list-style-type: none"> Create meaningful needs assessments, and to interpret results into as set of appropriate rhetorical exigencies Execute effective decisions regarding genre, style, language and tone for a variety of audiences and communication purposes To recognize and implement appropriate strategies for planning, developing and delivering solutions to the client communication needs, employing effective rhetorical strategies and devices Use a variety of technology to plan, write, and edit material Deliver and receive constructive feedback in a productive way Demonstrate the ability to work independently and collaboratively to set goals and achieve results Develop and maintain positive and productive client relationships Make strategic decisions regarding time and budget management 																
	<p>Evaluation</p> <hr/> <table border="1" data-bbox="354 806 1425 1142"> <thead> <tr> <th data-bbox="354 806 808 842">Assignment</th> <th data-bbox="808 806 922 842">Weight</th> <th data-bbox="922 806 1425 842">Due</th> </tr> </thead> <tbody> <tr> <td data-bbox="354 884 808 989">Practicum Project(s) Work</td> <td data-bbox="808 884 922 989">40%</td> <td data-bbox="922 884 1425 989">Ongoing, throughout the term (2 projects per term (5% each); Project deliverable presentations, professionalism).</td> </tr> <tr> <td data-bbox="354 989 808 1024">Integrated Reflection</td> <td data-bbox="808 989 922 1024">30%</td> <td data-bbox="922 989 1425 1024">Once per term (15% each)</td> </tr> <tr> <td data-bbox="354 1024 808 1100">Team Facilitated Learning Experience (TFLE)</td> <td data-bbox="808 1024 922 1100">10%</td> <td data-bbox="922 1024 1425 1100">As assigned, delivered in second term</td> </tr> <tr> <td data-bbox="354 1100 808 1142">Case Study Quizzes</td> <td data-bbox="808 1100 922 1142">20%</td> <td data-bbox="922 1100 1425 1142">As assigned (10% each)</td> </tr> </tbody> </table> <p>Grading: All assignments will be marked out of 10. Submit hard copy submissions in class + upload e-versions to Turnitin on eClass.</p>	Assignment	Weight	Due	Practicum Project(s) Work	40%	Ongoing, throughout the term (2 projects per term (5% each); Project deliverable presentations, professionalism).	Integrated Reflection	30%	Once per term (15% each)	Team Facilitated Learning Experience (TFLE)	10%	As assigned, delivered in second term	Case Study Quizzes	20%	As assigned (10% each)	
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Historical Requirement:	NA																
Requirements	<i>Prerequisites: AP/WRIT 3003 3.0 or AP/WRIT 3710 6.0.</i> Open to: PRWR Majors, PRWR Minors and ENPR Majors who have completed WRIT 3710 6.0 or WRIT 3003 3.0																
Reading List: (Subject to change – please check with Instructor/York Bookstore before purchasing)	<p>Required Texts</p> <hr/> <p>Stan P. Klimowicz - <i>Organizational Communication: Principles and Practices in Canadian Business</i>, ISBN 017625191X</p> <p>Joseph M. Williams and Joseph Bizup, <i>Style: The Basics of Clarity and Grace</i> 5th Edition, (Pearson Canada, 2015)</p> <p>** This text is your reference for clear, concise writing. Read it and apply the</p>																

	<p>principles to all your writing assignments.</p> <p>Other readings as assigned.</p> <p>Class Schedule and Readings</p> <p>NOTE: Lessons and lectures will draw from various areas of the readings; thus, a chapter-by-chapter sequence will not always be followed. You will need to read regularly and broadly to prepare to participate in the discussions and activities of your team and of the consultancy to ensure productive results in every session.</p>
Open To:	PRWR/ENPR major 4 th yr min 81 credits