

PROFESSIONAL AND TECHNICAL WRITING PROGRAM CERTIFICATE

School: University College

Subject Code and Course Number: UPTW 500

Course Name: Professional and Technical Writing

Course Format: Online, self-paced

Number and Type of Units: Eight (“8.0”) Continuing Education Units - CEUs

Hours to Complete: 80 hours

Enrollment: Open

Instructor: Kristi L. Capra, M.A.

Instructor Contact: kcapra@pacific.edu or Canvas messaging (preferred)

PROGRAM DESCRIPTION

This program will prepare students to utilize technical writing in a variety of professional, technical, and non-technical industries, including but not limited to the business, human resources, education, medical, government, legal, computer, science, technology, and engineering industries. This program is ideal for individuals who seek a career in technical writing. This course is also appropriate professional development experience for anyone who is interested in acquiring professional writing skills to maintain an edge in the job market or bring a new skill to his or her career.

Students will gain practical writing experience, strong rhetorical skills, and will focus on writing clear and effective technical, persuasive, informative, and instructional documents. Further emphasis will be on diction, tone, voice, audience, and precision. A student who has successfully completed his or her certificate may use the instructor as a professional reference.

PREREQUISITES

This certificate is open to anyone with a grasp of the English language. It is not meant to teach basic language or workforce skills, but to advance previously existing skills and career options. Therefore, a Bachelor degree in any field is strongly recommended before beginning this program.

Students who do not have a conferred Bachelor degree are strongly recommended to complete and pass, with a C or higher grade, a college-level English course prior to enrolling in this program.

PROGRAM OBJECTIVES AND STUDENT LEARNING OUTCOMES

Upon successful completion of this program, a student will be able to:

- Prepare clear and effective technical, persuasive, informative, and instructional documents.
- Demonstrate attention to detail and thorough completion of writing tasks.

- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Complete writing assignments according to set standards regarding order, clarity, precision, style, and terminology.
- Communicate effectively in writing as appropriate for the needs of the audience.
- Edit, standardize, or make changes to material prepared by other writers.
- Produce informative or instructional video.
- Employ basic information literacy skills to conduct research.

TEACHING METHODOLOGY

The material is taught online and consists of five modules followed by a sixth module, which is time set aside for the portfolio. Modules consist of lessons, videos, assigned reading, and assignments. The portfolio is a comprehensive project that is comprised of the assignments/milestones you have completed in the module, along with a self-assessment.

PROGRAM REQUIREMENTS

There is no text book required for this program; all materials are provided online in Canvas. However, a reliable computer with Internet connection is required. In addition, a student will need Microsoft Word Suite, a working video camera (a phone or computer camera is fine) Adobe Acrobat Reader, and Flash Player. This program can be taken on either a Mac or PC.

PROGRAM EXPECTATIONS

Students should expect to spend 80 hours completing this program in order to achieve their certificate. The student may choose his or her own schedule to complete this program, as it is self-paced, and there are no due dates. **However, a student must complete his or her work for this course and obtain a certificate within a six-month time frame from the date of registration, or the student will receive a grade of "No Pass."** Most assignments that will be submitted for this program are written. No extra credit is offered. If a student needs clarification on anything related to this program, he or she should email the instructor as soon as possible.

INSTRUCTOR EXPECTATIONS

Students can expect a 24-hour turn-around time for responses to their email. They can also expect their work to be graded within one week of submission, although sometimes it will be graded sooner. Government and seasonal holidays may delay this turn-around time.

The instructor reserves the right to alter, add, or omit material and assignments as seen fit to maintain the expectations of the technical writer and the outcomes of the technical writing program.

EVALUATION METHODOLOGY AND GRADING SCALE

This is a pass/fail certificate. A student must pass each module milestone and the final portfolio with an 80% or higher in order to receive his or her certificate. If a student submits an assignment that is below 80%, he or she will have one additional chance to re-submit revised work. When possible, students are able and encouraged to tailor their assignments to their particular industry or the industry in which they are interested in working.

Modules one through five include assignments that are worth a collective 750 points. Module six, the portfolio, is worth 250 points. Therefore, this course is worth a total of 1,000 points. A student must receive 800 points or more to pass and get his or her certificate.

COURSE OUTLINE

Module One: Advanced Editing & Grammar

An ungraded beginning assessment in advanced grammar, syntax, and punctuation will highlight your areas of strength and areas needing improvement. You will then view various lessons and complete assignments to have a better understanding of the complexities of structural composition and how grammar and punctuation can alter the meaning of a phrase. Additional lessons and assignments on diction, connotation, and denotation will be provided.

Module Objectives

- Demonstrate attention to detail and thorough completion of writing tasks.
- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Edit, standardize, or make changes to material prepared by other writers.

Module Two: Introduction to Professional Writing

This module is an introduction to the professional writing style, its parameters, and its uses. Various lessons include stylistic effects, such as voice, tone, and audience, as well as the newsletter, brochure, and cover letter. Three assignments include producing the aforementioned documents.

Module Objectives

- Prepare clear and effective technical, persuasive, informative, and instructional documents.
- Demonstrate attention to detail and thorough completion of writing tasks.
- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Complete writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.

Module Three: Technical Writing

Module three is an advanced module on technical writing, where you will learn how to write meeting minutes, descriptions, memorandums, and grant proposals.

Module Objectives

- Prepare clear and effective technical, persuasive, informative, and instructional documents.
- Demonstrate attention to detail and thorough completion of writing tasks.
- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Complete writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.
- Communicate effectively in writing as appropriate for the needs of the audience.

Module Four: Advanced Composition

Your assignment for this module is a research proposal. Your proposal will be a product of the lessons on APA format, abstracts, literature reviews, and the annotated bibliography. The topic of your research proposal will be on the Challenger explosion.

Module Objectives

- Demonstrate attention to detail and thorough completion of writing tasks.
- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Complete writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.
- Communicate effectively in writing as appropriate for the needs of the audience.

Module Five: Persuasion & Digital Design

In this module, you will write promotional materials for persuasive writing. This module also includes a video-producing assignment in providing instructions or information on a topic of your choice.

Module Objectives

- Prepare clear and effective technical, persuasive, informative, and instructional documents.
- Demonstrate attention to detail and thorough completion of writing tasks.
- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Complete writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.
- Communicate effectively in writing as appropriate for the needs of the audience.
- Produce informative or instructional video.

Module Six: Portfolio

Your portfolio is a synthesis of all of the writing assignments you have completed from modules 1-5. You will edit and prepare these documents based on any instructor feedback you have received. In addition, you will compose a personal assessment of your work.

Module Objectives

- Demonstrate attention to detail and thorough completion of writing tasks.
- Utilize rules of composition, grammar, punctuation, and syntax for document clarity.
- Complete writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.
- Communicate effectively in writing as appropriate for the needs of the audience.
- Edit, standardize, or make changes to material prepared by other writers.
- Employ basic information literacy skills to conduct research.

POLICIES

Honor Code:

The Honor Code at the University of the Pacific calls upon each student to exhibit a high degree of maturity, responsibility, and personal integrity. Students are expected to:

act honestly in all matters

actively encourage academic integrity

discourage any form of cheating or dishonesty by others

inform the instructor and appropriate university administrator if she or he has a reasonable and good faith belief and substantial evidence that a violation of the Academic Honesty Policy has occurred.

Violations will be referred to and investigated by the Office of Student Conduct and Community Standards. If a student is found responsible, it will be documented as part of her or his permanent academic record. A student may receive a range of penalties, including failure of an assignment, failure of the course, suspension, or dismissal from the University. The Academic Honesty Policy is located in Tiger Lore and online at <http://www.pacific.edu/Campus-Life/Safety-and-Conduct/Student-Conduct/Tiger-Lore-Student-Handbook-.html>

Accommodations for Students with Disabilities:

If you are a student with a disability who requires accommodations, please contact the Director of the Office of Services for Students with Disabilities (SSD) for information on how to obtain an Accommodations Request Letter.

3-Step Accommodation Process

1. Student meets with the SSD Director and provides documentation and completes registration forms.
2. Student requests accommodation(s) each semester by completing the Request for Accommodations Form.
3. Student arranges to meet with his/her professors to discuss the accommodation(s) and to sign the Accommodation Request Letter

To ensure timeliness of services, it is preferable that you obtain the accommodation letter(s) from the Office of SSD as early as possible in each term. After the instructor receives the accommodation letter, please schedule a meeting with the instructor during office hours or some other mutually convenient time to arrange the accommodation(s).

The Office of Services for Students with Disabilities is located in the McCaffrey Center, Rm. 137. Phone: 209-946-3221. Email: ssd@pacific.edu. Online: <http://www.pacific.edu/disabilities>

NOTE: The preceding information is the minimal information required in this section of the course syllabus, instructors are free to expand on the information above and/or add any additional information below.

ASSIGNMENT SCHEDULE

Assignment	Points
Editing for Grammar and Punctuation	25
Email	25
Grammar Quiz	100
Newsletter Article	25
Brochure	25
Cover Letter	100
Meeting Minutes	25
Description	25
Memo	25
Grant Proposal	75
Research Proposal	150
Promotional Material	50
Instructional or Informative Video	100
Final Portfolio	250
Total Points:	1,000