

**Introduction to Professional Writing**

JOU 283/ESE 203

Syllabus – Spring 2007

Instructor: Mary Martin Niepold  
Section: Journalism 283/ESE 203  
Course Time: Tu Thu Noon – 1:15 p.m.  
Room C115, Tribble

Office: Tribble C204  
OH: Tu-Thu 1:30-3:30

Email: [niepolmm@wfu.edu](mailto:niepolmm@wfu.edu)

Texts: *Race Against Time*, Stephen Lewis

*Business and Administrative Communication*, 7<sup>th</sup> Edition, Kitty O. Locker

Recommended: *A Writer's Reference*, 4<sup>th</sup> Edition, Diana Hacker

**Course Description**

Journalism 283/ESE 203 is a course that provides advanced application of writing skills as actual solutions for a local non-profit organization. The Amani Children's Foundation, which serves Kenyan orphanages including those for AIDS orphans, is the first course partner. Both Journalism and Entrepreneur students will learn specific skills that can be applied to future efforts either in the media or in a business setting, particularly those environments that thrive on problem solving and creative thinking, new ways of creating value and are aligned with community or non-profit initiatives.

Throughout the semester, students will supply all written materials needed by Amani, including website content, advertising, public relations documents, press releases, blog maintenance and other business documents, as required. The course is designed to match your skill to the client's need and provide real-time writing exposure, as well as finished products for your portfolios. A large component of the course will be understanding the partner agency and the AIDS pandemic in Africa and reflecting on how individuals, as well as this class and the partner organization, can create better understanding and solutions to this problem.

Writing will be on-going. Since this course functions as service learning, journals will be kept to record your personal reflection about your attitudes and involvement with service, AIDS and the orphan crisis. At the end of the semester, you will prepare a personal essay about learning via this course incorporating material from your journal, and the class as a whole will present a report of recommendations to Amani. Local and university experts in relevant fields will make presentations to the class throughout the semester. A class luncheon will be held during the semester to present our work to local experts, the university community and potential non-profit partners for future classes.

**Course Expectations**

Writing will occur in most class sessions, and individual projects, as well as team projects, will be determined in class. Review of writing fundamentals and research methodologies will be on-going. Use of digital photography will also be incorporated in projects. There will be grading of individual projects throughout the semester. Class participation and team projects will also be graded. Since this class functions as an “agency” for the partner organization, group dynamics and leadership skills are vital and will be evaluated for final grades. Many tasks will rely on team thinking and execution.

**Grading**

Grading will be for specific copy created for the partner, as well as journal writing, individual essay and a final group proposal to the partner organization:

Individual writing assignments: 50%

Individual project evaluation essay (incorporates Journal): 20%

Group project proposal: 15%

Participation: 15%

You must complete all assignments to pass the class.

|            |   |
|------------|---|
| 92-100     | A |
| 83-91      | B |
| 73-82      | C |
| 72-61      | D |
| 60 & below | F |

**Attendance**

The class functions in many ways as a creative department in an advertising/public relations/website agency. Therefore, all projects and individual assignments build on previous work and specific, ongoing research. Much writing in this setting includes brainstorming and input from colleagues. Therefore, attendance is mandatory. You are allowed three absences. For two absences beyond the limit, your final grade is reduced by one grade. More than that can constitute failure.

**Readings**

*Race Against Time*: Read entire book by February 06  
Parts I, II & III, weeks 2-4  
Parts IV & V, weeks 5-8

*Business and Administrative Communication*: To be assigned weekly

Both texts will serve as on-going references throughout the semester.

**Course Outline**  
**(Dates for speakers and topics may change)**

**WEEK 1**

Thu, Jan. 18 Introduction

**Week 2**

Tu, Jan. 23 Amani Foundation Introduction

Dr. Jane Stephens

Thu, Jan. 25 Entrepreneurship

Dr. Betsy Gatewood, Dir., Office of

Entrepreneurship and Liberal Arts

Writing essentials

**Week 3**

Tu, Jan. 30 Internet and digital technology

Wake IT expert, Scott Claybrook

Thu, Feb. 01 Web Content, Blogs

Winston-Salem Journal tech expert (tba)

**Week 4**

Tu, Feb. 06 Service Learning

Dr. Betsy Taylor, Pro Humanitate Trust

Thu, Feb. 08 Marketing in Kenya

Cyndi Skaar, Calloway School

**Week 5**

Tu, Feb. 13 Web Marketing

Frank Campion, Sr. VP, Mullen Advertising

Thu, Feb. 15 Positioning, Branding

Frank Campion

**Week 6**

Tu, Feb. 20 Advertising

Mike Horn, Wake Professor Advertising

Thu, Feb. 22 Planning, event luncheon on March 29

**Week 7**

Tu, Feb. 27 Recap Kenya service trip with Amani

Roman Irvin, Wake Amani Scholar

Thu, Mar 01 Research fundamentals

Julie Edelson, Wake Research Specialist

**Journal due**

**Week 8**

Tu, Mar 06 Event Planning

Lisa Burton, Office of Entrepreneurship

Thu, Mar 08 Economics of Service Initiatives

Dr. Sylvain Boko, Wake Professor

Economics

**Mid-Term Grades, March 09**

**SPRING BREAK MARCH 10-18**Week 9

Tu, Mar 20

Web Content

Tiffany Needham, Wake Office Creative Services

Thu, Mar 22

Effective website examples

Week 10

Tu, Mar 27

Review luncheon presentation

Thu, Mar 29

Class Luncheon

Week 11

Tu, Apr 03

Public Relations/Ethical public relations

Ralph Simpson, Ralph Simpson &amp; Associates, W-S

Thu, Apr 05

Effective public relations campaigns

Week 12

Tu, Apr 10

Public Relations &amp; the Media

Lynn Felder, Readership Editor W-S Journal

Thu, Apr 12

Public Relations and Non-Profits

Local PR expert (tba)

Week 13

Tu, Apr 17

Grant Writing

Gale St. John, former Dir. State of Mass.Grants

Thu, Apr 19

Personal Evaluation of Project dueWeek 14

Tu, Apr 24

Review of group proposal to Amani

Thu, Apr 26

Group Project Proposal to Amani

Dr. Jane Stephens

Week 15

Tu, May 01

Conclusion

**Key Assignment Due Dates:**February 06 Finish reading, *Race Against Time*

March 01 Personal Journal

March 29 Class Luncheon

April 19 Individual Evaluation of this Project

April 26 Group Project Proposal to Amani

