

# USF Sarasota-Manatee - Nonsubstantive Undergraduate Course Proposal Form

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## 1. College/School Contact Information

<u>Tracking Number</u> 4	<u>Date &amp; Time Submitted</u> 2012-10-03 12:12:10.0	
<u>Discipline</u> English	<u>College/School</u>	<u>Budget Account Number</u> 122300004
<u>Contact Person</u> Sandy McDonald	<u>Phone</u> 941-359-46	<u>Email</u> smcdonald@usf.edu

## 2. Course Information

<u>Prefix</u> ENC	<u>Number</u> 4906	<u>Full Title</u> Business & Technical Writing (BTW) Independent Stu
Is the course title variable?		N
Is a permit required for registration?		Y
Are the credit hours variable?		N
<u>Credit Hours</u> 3	<u>Section Type</u> Directed Individual Study	<u>Grading Option</u> Regular

Abbreviated Title (30 characters maximum)  
BTW Independent Study

## 5. Prerequisites

At least two of the following courses: ENC 2210, ENC 3250, ENC 3310, ENC 4209, ENC 4212, ENC 4260, ENC 4263, ENC 4311, or CI. Note now: 4263=4264

## 6. Corequisites

None

## 7. Co-Prerequisites

None

## 8. Course Description

ENC 4906 focuses on such individually chosen topics as communications crisis management and PR strategy through written assignments, selected readings, and in-person or online meetings. Not restricted to majors; may be repeated for credit.

## 9. New Course Information

<u>New Prefix</u> N/A	<u>New Number</u> N/A	<u>New Full Title</u> Professional & Technical Writing (PTW) Independent
Is the course title variable?		N
Is a permit required for registration?		Y
Are the credit hours variable?		N
<u>New Credit Hours</u> N/A	<u>New Section Type</u> Directed Individual Study	<u>New Grading Option</u> Regular

New Abbreviated Title (30 characters maximum)

## PTW Independent Study

12. New Prerequisites

N/A

13. New Corequisites

N/A

14. New Co-Prerequisites

N/A

15. New Course Description

N/A

16. **Justification**

Change in title only.

17. **Other Course Information**

A. Objectives / Outcomes

Student will learn how to apply relevant skills in a real-world setting by the in-depth study of such issues and topics as corporate communications crisis management, social networking technology for businesses and organizations, public relations program planning and execution, technical communications in support of sales and marketing initiatives, and business communications staff training; Student will learn how to evaluate the need for communications solutions and create plans for implementing those solutions by working with senior management and technical professionals such as CEO's, CFO's, corporate counsel, CIO's, and technology officers outside the communications specialty. Student will learn to read, interview, interpret, and apply the forms of expression and knowledge required to serve diverse employers and clients in businesses and organizations and in diverse media.

B. Major Topics

As noted earlier, the topics may include corporate communications crisis management, social networking technology for businesses and organizations, public relations program planning and execution, technical communications in support of sales and marketing initiatives, and business communications staff training.

C. Examples of Course Textbooks and Course Readings

□ Crisis Communications: A Casebook Approach, Third Edition, by Kathleen Fearn-Banks; Routledge Communications Series, 2009. □ Putting the Public Back in Public Relations, by Deirdre Breckenridge and Brian Solis; FT Press, 2009. □ Digital Strategies for Powerful Corporate Communications, by Paul A. Argenti and Courtney M. Barnes; McGraw-Hill, 2009.