
USF Sarasota-Manatee - Substantive Undergraduate Course Proposal Form

1. College/School Contact Information

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<u>Discipline</u> English	<u>College/School</u>	<u>Budget Account Number</u> 122300004
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2. Course Information

<u>Prefix</u>	<u>Number</u>	<u>Full Title</u>	
ENC	4946	Professional & Technical Writing Internship	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u>	<u>Section Type</u>	<u>Grading Option</u>	
	Class Lecture (Primarily)	Regular	

Abbreviated Title (30 characters maximum)
PTW Internship

5. Prerequisites
At least two of the following ENC courses: 2210, 3250, 3310, 4906, 4212, 4264, or 4268.
6. Corequisites
7. Co-Prerequisites
8. Course Description
This course is a custom-designed PTW internship in which a student works with a company or organization on real-world communications assignments under the guidance of a supervisor.
9. **New Course Information**

<u>New Prefix</u> N/A	<u>New Number</u> N/A	<u>New Full Title</u> N/A
Is the course title variable?		N
Is a permit required for registration?		N
Are the credit hours variable?		N
<u>New Credit Hours</u> N/A	<u>New Section Type</u> Class Lecture (Primarily)	<u>New Grading Option</u> Regular

New Abbreviated Title (30 characters maximum)

N/A

12. New Prerequisites

ENC 3242 and COM 3110

13. New Corequisites

N/A

14. New Co-Prerequisites

N/A

15. New Course Description

N/A

16. **Justification**

A. Nature of change(s)

The current prerequisite structure and verbiage is unable to be coded into Banner. Specific prerequisites have been selected, so they can be coded into Banner. This will ensure that students have the correct course knowledge before entering into ENC 4946.

B. Indicate how this course will strengthen the Undergraduate Program.

Prerequisites will be enforceable.

C. What specific area of knowledge is covered by this change that is not covered by courses currently listed.

n/a

D. What is the need or demand for this course? {Here you must indicate if this course is part of a required sequence in the major} What other programs would this course?

It is a core program requirement for Professional and Technical Communication B.A. It also serves the Business and Technical Writing Minor & Certificate & General Business Major Business and Technical Writing Concentration. This change will ensure students have taken the appropriate courses previous to their internship.

The content of ENC 3242, Technical Communication for Majors, includes four writing assignments and a final exam, plus web-posted audio/PowerPoint lectures addressing key concepts in the course. Students are asked to research, perform interviews, and prepare assignments in prose, website composition, and other media to gain insight into the professionalism and skills expected of a technical communicator. They also do extensive analysis of career opportunities for persons entering the technical communication profession.

COM 3110: With advanced business communication skills, students will gain a competitive edge for employment positions, and once hired, deliver value to their organizations. Specifically, students will - Identify common communication situations specific to business and the professions -

Understand the impact of oral and written communication in an organization - Analyze the variables related to communicating in business and the professions - Prepare oral presentations in the form of informational reports, conference management, persuasive communication, interviews, and public events - Prepare written counterparts of these oral presentations - Sell themselves and their ideas to others in writing and speech

E. What qualifications for training and/or experience are necessary to teach this course?

A.B.D. or Ph.D. or equivalent. At least five years of experience as a full-time professional writer/editor serving business clients. Evidence of superior teaching skill. Proven experience with technology needed for distance (online) learning.

F. What will be the effect of this change on the program and on the students? Do you plan to drop a course if this change is made? (If dropping/deleting a course please complete the nonsubstantive course change form.)

no

17. Other Course Information

A. Objectives

Students will learn to prepare newsletters, website design, reports, research write-ups, business proposals, grant applications, software documentation, corporate white papers, and technical manuals. Students will learn to design and implement communications solutions on the job in concert with the needs of the internship sponsor. Students will learn how to meet the demands of real-world readers and users of the messages produced by a professional writer, editor, and communicator. Students will also learn how to speak, write, and edit beyond the classroom.

B. Learning Outcomes

Demonstrate in-depth experience in performing such real-world assignments as newsletters, website design, reports, research write-ups, business proposals, grant applications, software documentation, corporate white papers, and technical manuals. Demonstrate competency in designing and implementing communications solutions on the job in concert with the needs of the internship sponsor. This experience with an actual employer supplements the students academic course work in much the same way as the work of an apprentice helps an artisan gain the skills needed for becoming a journeyman or master. Demonstrate how to meet the demands of real-world readers and users of the messages produced by a professional writer, editor, and communicator. This experience both strengthens the students knowledge and helps him or her build a valuable portfolio which will play an important role in finding a full-time job after graduation. It also requires the student to learn how to speak, write, and edit beyond the classroom -- this is an essential tool for being taken seriously in the marketplace.

C. Major Topics

As noted earlier, the internship will give the student experience in producing a wide range of communications such as newsletters, website design, reports, research write-ups, business proposals, grant applications, software documentation, corporate white papers, and technical manuals. Each sponsoring company or organization varies by size, industry, scope, and activity, thus giving the student broad learning opportunities.

D. Textbooks

There are no textbooks as such, but the instructor suggests both printed and online resources of value to the student during the internship. These are customized to the demands of the specific type of work to be performed in the internship. The supervisor at the sponsoring organization or business also provides guidance on resources that may be recommended or even required for successful performance during the internship.