

Herman Fong

Office: 208 SOM, (413) 577-3158

E-mail: hjfong@som.umass.edu

Office hours: Tues & Thurs 11 am-12 noon, and by appointment

Writing Center (207 SOM): Mon 11 am-12 noon

SOM 315 – MARKETING COMMUNICATION / SYLLABUS* — Spring 2008

*For the rules and requirements of this course, please refer to the **Business Communication Program Core Syllabus**.

Opportunities and goals:

Although this course is titled, “Marketing Communication,” the emphasis will be on “communication,” most frequently in its written form—after all, this course fulfills the Junior Year *Writing* requirement. However, I hope that this class allows you to be creative as we will look at and practice forms of communication that serve to market and promote.

In SOM 315, you will have the opportunity to practice and polish your communication skills, both written and oral, as you prepare for your career as a business professional. Instruction, assignments, and activities will focus on the kinds of communication concepts, skills, and tasks that you will likely encounter in your career.

In both long and short written assignments, you will write a variety of business, academic, and marketing documents. In the process of doing so, you will become familiar with standard business document formats, and you will learn the elements of argumentation. In addition, we will discuss current business issues, including ethical and cross-cultural matters. Readings will come from a business communication textbook and recent articles. And you will be expected to participate energetically in classroom activities.

By the end of this course, I expect that you will be able to:

- Demonstrate professional writing skills (including peer editing and revision)
- Develop an appropriate strategy for a number of communication tasks
- Demonstrate a strong command of Standard English, including grammar, spelling, punctuation, and usage
- Perform library and field research and provide source documentation in APA format
- Demonstrate knowledge of standard business document format and requirements

My hope is that you come out of SOM 310 with 1) an understanding of how to write strategically in different business contexts, 2) an improved ability to think critically about business issues, and 3) an ability to represent your ideas in writing that has a purpose and is focused, clear, coherent, interesting, and developed.

Required texts: 1) *Advertising Strategy: Creative Tactics from the Outside/In*, by Tom Altstiel and Grow (Sage, 2006).
2) *Inside Business Writing*, by Friedman, LaDuc, Lawrence, Paradiso, and Porto (Kendall Hunt, 2006).

Available at **Amherst Books** on Main Street. Other readings will be on reserve or handed out in class.

3 and 4) A writing handbook of English language usage and a good dictionary.

Junior-year writing classes require students to have these two important resources. You may use the handbook that you purchased for Freshman Writing 112 or for another class. The library also has a good selection in the reference room, and there are good online sources as well. Regularly refer to your handbook to review grammar, punctuation, and usage rules, particularly when preparing final drafts for submission, and *please* make use of your dictionary to check spelling and diction.

Recommended: 5) *The Elements of Style, 4th ed.*, by Strunk and White (Longman, 1999).

Grade allocation: Your final grade will be assigned on a scale of 500 points:

Due dates:

Unit 1: Marketing & communication basics (Correspondence—Sales letter)	80 points (16%)	2/21
Unit 2: Marketing yourself (Job portfolio—Cover letter)	60 points (12%)	3/4
Unit 3: Marketing materials (PR documents—Press release & brochure)	80 points (16%)	3/25
Unit 4: Marketing ideas & actions (Argument/persuasion—Proposal report)	100 points (20%)	4/10
Unit 5: Marketing across cultures (Int’l marketing plan/group project)	100 points (20%)	5/1
Unit 6: Marketing in person (Public speaking—Oral presentation)	50 points (10%)	5/1-5/8
Participation and engagement	30 points (6%)	

Matters of Class Administration

Office hours: I hold regular office hours and can arrange an appointment if you cannot come during those hours. This time is reserved for you to discuss your work. Come prepared to initiate the discussion; have questions ready regarding your writing in general or a piece of writing in particular. You can also see me in the Writing Center.

Contacting me: You may send me an e-mail message or leave voice mail on my office phone. However, be aware that I do not usually check e-mail past 5 pm, and I check my voice-mail only on the days that I am on campus (Fall 2007: Monday, Tuesday, and Thursday). I also have a small faculty box in 208 SOM where you can leave me a note: the box is located on the long table to the right after you enter 208 SOM; mine is the one above my name.

OIT accounts and e-mail:

- I will often e-mail announcements, reminders, and assignment updates to the whole class using your OIT e-mail account, sometimes as frequently as once or twice a week, so please check your UMass e-mail regularly.
- As practice for all of your business communication, remember to be professional, use Standard English, and follow the rules of grammar, diction, punctuation, and spelling when contacting me via e-mail.

Class meetings:

- Regular attendance and participation are essential and critical to success in a communication class. Your absence, lateness, or lack of participation reduces the benefits of the class for everyone.
- See the Junior Year Writing Core Syllabus for the attendance policy for this class. Save your two allowed absences for emergencies (illness, family crises, etc.). Although these absences may be used for any reason, students often find that after missing a class or two, a genuine emergency arises and they have no absences left. Since accruing more than four absences constitutes grounds for failure in the course, use your allowance wisely. Also, be sure to get documentation (from health services, court, athletic department, etc.) to show that your absence is genuine.
- If you know ahead of time that you will miss class, let me know as soon as possible. If you miss class, you are still responsible for turning in work that is due that day unless you have spoken to me and I have granted an extension.
- I will pass out a class phone/e-mail sheet early in the semester. If you miss or are late to class, contact a class colleague to find out what we covered and what is due for the next class. Do not be shy about asking your classmates questions or for information, and please be helpful to one another. Because of the numbers of students I have, I **will not** be able to reply to e-mails asking what we covered in class.

Timeliness:

- Unprofessional and disrespectful, lateness to class is disruptive, and it is strongly discouraged. Repeated late arrivals will result in a five-point penalty for each late arrival of five minutes or more, deducted from your final grade. A late arrival of twenty minutes or more counts as an absence. If you do arrive late, please check in with me *at the end of class* so that I do not have you down as absent for the day.
- Your assignments will often overlap, so learn to organize your work as you would assignments in the workplace, treating them as ongoing projects to be managed. Distribute your time and energy accordingly.
- Because of the volume of small homework assignments in this class, I will not accept late homework unless you have an excused absence with documentation.
- Bring printed-out drafts to class when they are due. A lot can go wrong with yours or your friend's printer or even the printers here on campus, so avoid printing out your document just before class. Coming to class without a printed document when one is due will result in a five-point penalty for the unit.
- If you find yourself in trouble with an assignment and need an extension, talk to me ahead of time. I understand that difficulties can arise; however, I am less sympathetic if you inform me of troubles on the assignment due date.
- Penalties for late assignments vary, but, typically, a final draft assignment is subject to a grade-step reduction for each calendar day that it is overdue. Also, unless I have granted you an extension, I do not provide feedback on papers turned in late.

Reading and writing requirements and quizzes:

- Read all of the material assigned for the day, and be prepared to contribute your opinions and ask questions. I will track your progress on this front as part of your "Participation" grade.

- Although we may not directly discuss all assigned textbook reading in class, it is important that it be completed on time. The textbook reading will often introduce and explain many of the basic ideas and concepts underlying the concrete work and documents practiced in this class.
- You need to bring finished drafts to class on peer response days, as well as other small written assignments that we will use in class. Coming to class without a draft on a day when one is due will affect your assignment and participation grades.
- At the close of each unit, there will be a short quiz based on that unit's reading and lectures. You may only make up these quizzes if you have an excused absence with documentation.
- Drafts and revisions are **required** for all assignments. Work turned in without evidence of your writing and revision process will receive a failing grade. (When revising drafts on your computer, get into the habit of printing out distinct drafts and either dating or labeling them—e.g., "1st draft," "2nd draft," etc.)
- When you turn in major assignments, *all* materials must be presented neatly in a manila **folder**. This includes your final draft, *all* early drafts, all peer and Writing Center edits, and any notes, outlines, or other planning materials. In short, your folder should contain evidence of your writing process. (Be sure to have at least 2 or 3 manila folders reserved for this class. I will not accept loose or clipped-together papers.)
- Keep *all* of your work until after the semester is over and you have received your final grade.

Classroom participation, engagement, and professionalism:

- Strive to be an active contributor to the class, rather than a passive listener. Active contribution includes asking questions; volunteering answers to questions; requesting clarification; challenging me or other students in productive ways; offering thoughtful opinions and useful, relevant comments; and engaging fully in any class activities.
- Professionalism is evidenced by such things as your preparation for class, the care given to all graded and non-graded work, the effort shown in drafting and revision, the quality of contribution to workshop activities, the quality of e-mail correspondence, etc. I will take all of these things into account when allotting your "Participation and engagement" points. I also consider checking cell-phone messages [see next item], doing crossword puzzles, listening to portable music devices, reading material for other classes, etc., during our class time to be unprofessional behavior.
- Cell phones have become an increasing distraction to students in the past few years. Please keep your cell phone turned off and in your bag or pocket for the duration of our class. You may not use your cell phone for any reason in our classroom (including using the calculator or calendar), and there will be a two-point penalty for each instance you do so, which will be deducted from your final grade.

The Writing Center: I encourage you to make use of the SOM Writing Center, located in 207 SOM with the hours posted on the door. You can use the Writing Center to meet with a tutor about any aspect of your assignment: brainstorming, organizing ideas, revising, and editing. Be sure to bring your assignment sheet, and have a *focused* purpose in order to have the best experience there. Be aware, however, the Center is *not* a proofreading service.

Caveat: I will provide a detailed calendar for each unit of the course and specific instructions well in advance of the due date for major assignments. However, instructions will often be given class-by-class for small assignments, homework, and in-class writing. Also, I may have to make changes to this syllabus or to the schedule when necessary, but I will always give ample warning of any scheduling changes.

Final thoughts: When you leave UMass with your degree, you will have solid business knowledge and be ready to embark on your career, whether your field is Marketing, Accounting, Finance, Sport Management, or Hospitality and Tourism Management. One of the things that will set you apart from others in your field and earn you jobs, promotions, and recognition will be your communication skills. This class is your opportunity to practice those skills, so take advantage of it to the fullest.

Writing well is difficult, and this class requires a lot of hard work. However, if you work hard and diligently, you will strengthen your abilities. So, challenge yourself. Do early drafts and ask for feedback. Meet with me. Use the Writing Center. Engage with your peers and teachers, sharing your strengths with them and learning from the strengths of others. Ask questions. Read widely in your field and beyond your field. Allow yourself to be creative. Be open to new possibilities and points of view. If you're presented with something you're already familiar with, take advantage of the time to hone your abilities, deepen your knowledge, and help others. And when you come before something new, face it head on, grapple with it, and do your best to master it, so you can add it to the set of tools you'll use to build your career, expand your vision, and enlarge your life.

SCHEDULE FOR SOM 315

Tuesday	Thursday
1/29	1/31
2/5	2/7
2/12 [Last day to ADD/DROP: Monday, 2/11]	2/14
2/19 – MONDAY SCHEDULE: NO CLASS	2/21
2/26	2/28
3/4	3/6
3/11	3/13
3/18 – SPRING BREAK	3/20 – SPRING BREAK
3/25 [Mid-semester date: Last day to drop with “W”]	3/27
4/1	4/3
4/8	4/10
4/15	4/17
4/22	4/24
4/29	5/1
5/5	5/8
5/13 – Last day of class	