

English/Technical Communication 2560: Technical Marketing Communication

Spring 2015

Sections

72058 - English 2560
71262 - English 2560
72125 - Technical Communication 2560
71299 - Technical Communication 2560

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Office Hours: by appointment

English/Technical Communication 2560 is an introduction to technical marketing communication with an emphasis on relevant genres such as (but not limited to) the product sheet, white paper, and technical demonstration.

This course gives students practice communicating and marketing new technology to professional audiences. Students will learn the foundations of audience analysis, as well as the ways to communicate effectively with diverse audiences in different mediums.

Students will produce their own technical documents related to the marketing of a specific product. Students will choose their own products to market, either creating their own product, working with products that have been locally developed, or making innovative changes to pre-existing products. As students practice developing marketing documents, they will also become familiar with the use of Adobe InDesign.

Students will produce a professional email, a proposal, a product sheet, a white sheet, a product demonstration video, and a company website. Students will work collaboratively throughout the semester through peer review, discussion forums, and, finally, in creating a company website to promote their products.

Product Selection

A good product is one that the student can obtain, has access to, or can easily create images for. It is best if some information is available, but NOT if a product sheet or white paper is already available (to avoid the temptation of plagiarism).

Avoid products like software, insurance, security, or maintenance contracts because they are not photographable and will make the product sheet and white paper assignments difficult to complete. For this same reason, avoid conceptual products that haven't been manufactured unless you have a prototype or illustrations of a prototype already in your possession.

You may invent a new product that solves a problem, use products developed in other classes, work with clients in your community to promote their products, or select a consumer product with which you are familiar. **You must invent a variation or enhancement of an existing product if you are not working with a new product or with community clients.**

Required Texts

Harner, S. & Zimmerman, T. (2002). *Technical Marketing Communication*. New York: AB Longman. ISBN :0205324444

Listed as TMC in the Modules and Schedule.

Kordes Anton, K. & Cruise, J. (2014). *Adobe InDesign CC Classroom in a Book*. San Francisco: Adobe Press. ISBN: 0133904393

Listed as IDCC in the Modules and Schedule.

Additional readings will be posted as Readings in each module as needed.

Assignments

- Assignments must be typed and are due on the assigned date; late papers will be penalized for each late day. For instance, 1 day late, the highest grade you can get is a B, 2 days = C, and so on. Assignments more than 5 days overdue will not be accepted, and will receive a grade of "0" for that assignment.
- SNOW DAYS: If an assignment is due on a snow day, it still must be turned in by that deadline. Since all of our coursework is online, the deadlines for assignments will stand.
- Class participation is important. I expect you to participate in discussions and work cooperatively with others.
- I am happy to make appointments and go over drafts. As a matter of fact, I recommend that you contact me to go over your drafts. However, I will not review drafts later than 24 hours before the due date.

Grades

The breakdown of grades is as follows:

Assignment	Points
E-mail	5
Proposal (in memo format)	10
Product Sheet	10
White Paper	10
Technical Demonstration Video & Memo	15
Group Company Website	15
Drafts	10
IDCC Assignments	13
Drafts	12
Total	100

- A: 90-100 points
- B: 80-89 points
- C: 70-79 points
- D: 60-69 points
- F: 59 points and below

All course assignments, drafts, and discussions must be submitted through Blackboard in their respective areas to receive a grade. No emailed submissions, except for the email assignment, will be accepted.

Software

You do not need to purchase software for this course. You should have access to InDesign and other applications on S&T's Virtual Desktop Infrastructure (VDI). You can use InDesign across the Internet on your home computer or a laptop. In other words, you can log into a server from your home computer and run Word, Acrobat, InDesign, etc., as if it were installed on your computer. **UMSL students must select their correct domain before logging in.**

You will find an explanation of Virtual Desktop Infrastructure (VDI) and tutorials for using this technology at the following URL: <http://edtech.mst.edu/support/virtualdesktop/index.html>

You will have to download and install the VMWare client in order to connect to the VDI.

Blackboard and Email Expectations

In addition to keeping the syllabus and course schedule handy, you are also expected to check Blackboard and university email for announcements and updates. I will post weekly announcements to Blackboard with due dates and updates, which you are expected to review. I will send out course-related emails on occasion. If you do not check your university email regularly, please get into the habit of doing so daily during this semester.

I will leave **feedback** on assignments within the Blackboard system. Please look beyond the score to the comments to see any feedback I may have left.

Class discussions take place in the Blackboard discussion forums. All discussions and peer responses are due on the date listed in the schedule by 11:59pm (typically every other Wednesday throughout the semester). You must respond to the appropriate number of peers with detailed responses in order to earn points. Discussions are an integral part of online courses to help me see if you understand the materials, and for you to engage with others to develop your understanding further.

Professionalism

Technical communications courses prepare students for the professional environments you will be pursuing once you leave college. Treating this course, your peers, and me with respect will aid you in doing so in the future. Think before you send your communications to me or to your peers. The ways you communicate with us in this course make powerful impressions on the ways we interact with you, both positive and negative. As with any professional communication, consider your tone, word choice, and professionalism. Make sure to proofread and edit.

Accommodation

Missouri University of Science and Technology is committed to providing accommodation for students with disabilities. If you have a disability, please send me the appropriate documentation from Disability Support Services (dss@mst.edu) so that we may make arrangements.

Academic Integrity

According to the University of Missouri System 200.020 Standard of Conduct, academic integrity falls within issues of conduct. "Academic dishonesty, such as cheating, plagiarism, or sabotage. The Board of Curators recognizes that academic honesty is essential for the intellectual life of the University. Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students have a special obligation to adhere to such standards. In all cases of academic dishonesty, the instructor shall make an academic judgment about the student's grade on that work and in that course. The instructor shall report the alleged academic dishonesty to the Primary Administrative Officer." For more information, http://www.umsystem.edu/ums/rules/collected_rules/programs/ch200/200.010_standard_of_conduct

You may use MLA, APA, HRS, or IEEE style guides, although instruction on them will not be provided in class. If you have any questions about how or when to cite sources in your assignments, please contact me or consult the [Writing Center](#).

NOTE: Students found guilty of plagiarism on any assignment may receive an F for the course and face university disciplinary action. Any material suspected of plagiarism will be referred to Vice Provost for Undergraduate Studies office.

Schedule

The schedule is a living document and may be subject to change due to weather, illness, etc. The most up-to-date schedule will be posted in Blackboard.

IDCC: InDesign CC Assignments

Assignments due by 11:55pm date indicated

Module	Assignments Due (11:59pm on date indicated)
Module 1: Introduction to Technical	January 23: Assignment: Email
	January 28: Discussion: Technical Marketing

Marketing Communication	Communication
	January 30: IDCC: Chapter 2 files
Module 2: Rhetoric, Audience Analysis, and Proposals	February 4: Discussion: Audience Analysis
	February 6: IDCC: Chapter 3 files
	February 11: Discussion: Proposal Draft
	February 13: IDCC: Chapter 4 files
	February 18: Assignment: Proposal (in memo format)
Module 3: Visual Rhetoric and Product Sheets	February 25: Discussion: Visual Rhetoric
	February 27: IDCC: Chapters 5 & 6 files
	March 4: Discussion: Product Sheet Draft
	March 6: IDCC: Chapters 7 & 8 files
	March 11: Assignment: Product Sheet
Module 4: Branding, Creativity, & White Papers	March 18: Discussion: Branding and Creativity
	March 20: IDCC: Chapters 9 & 10 files
	April 1: Discussion: White Paper Draft
	April 3: IDCC: Chapter 11 files
	April 8: Assignment: White Paper
Module 5: Digital Media and Technical Demonstration	April 15: Discussion: Digital Media
	April 17: IDCC: Chapters 12 & 13 Files
	April 22: Discussion: Technical Demonstration Video Draft
	April 24: IDCC: Chapter 14 files
	April 29: Assignment: Technical Demonstration Video & Memo
Module 6: Presentation and Corporate Web Presence	May 1: Discussion: Presentation
	May 5: Discussion: Group Website draft (no late assignments accepted)
	May 8: Assignment: Group Website & Memo (no late assignments accepted -- this is, essentially, your final exam)

No Final Exam