

ENGL 2311 Assignment Calendar Spring 2025

*Tentative Course Timeline (*note* instructor reserves the right to make adjustments to this timeline at any point in the term):*

- Week 1** Welcome to the class - Course and Syllabus review
Begin reviewing and discussing Part 1 “Understanding the Foundations of Business Communications” by reading chapter 1 “Professional Communication in a Digital, Social, Mobile World” beginning on page 1
- Week 2** **Begin working on Process Analysis Essay**
Review the “Three-step Writing Process” pages 127-128 for discussion in class
Begin researching ideas for business project assignment
- Week 3** **Peer review process analysis essay in-class**
Review and discuss Part 2 “Applying the Three-Step Writing Process”
Review information on writing a proposal on page 378 for discussion in class
Begin reading chapter 5 “Planning Business Messages”
Submit final draft of process analysis essay to Blackboard assignment
Choose project idea
- Week 4** Review and discuss chapter 6 “Writing Business Messages”
Review “Creating Successful Business Plans” on pages 373 and 374 and visit the Small Business Administration website, www.SBA.gov, to gather information on preparing a business plan for discussion in class
Submit project proposal to Blackboard assignment
Begin working on business plan
- Week 5** Review chapter 6 “Writing Business Messages”
Continue working on business plan
- Week 6** Review and discuss Part 3 “Crafting Brief Business Messages”
Review the planning and preparing of email messages on pages 229-232
Review memo writing format on page 571 and on The Owl at Purdue Online Writing Lab
Website at <https://owl.purdue.edu/>
Begin working on memo and job description assignments
Submit business plan assignment to Blackboard
- Week 7** **Submit memo assignment to Blackboard**
Submit job description assignment to Blackboard
Discuss and review marketing plan on the SBA website (sba.gov)
Begin working on marketing plan
- Week 8** Read pages 561-567 on writing business letters
Begin working on business letter writing assignment

Spring Break

- Week 9** **Submit marketing plan assignment to Blackboard**
Read Chapter 12 “Planning Reports and Proposals”
Review the example of a final report on pages 421-434
Begin working on final report project
- Week 10** **Submit letter writing assignment to Blackboard**
Read pages 495 to 506 on planning and creating a resume
Review resume writing on The Owl at Purdue Online Writing Lab website
Begin working on resume assignment
- Week 11** Continue working on final report
Begin working on oral presentation of final report
- Week 12** **Submit resume assignment to Blackboard**
Continue working on final report
Continue working on oral presentation of final report
- Week 13** **Peer review final report rough draft (in class)**
Begin final report presentations
- Week 14** Continue final report presentations
- Week 15** Continue final report presentations
Submit final report to Blackboard
- Week 16** Continue final report presentations
- Finals Week – Final in-class writing assignment**