

**English 515: Advanced Professional Writing
Promotional Rhetorics
Spring 2003**

The next two projects will cover various rhetorical situations involved in promotions. The purpose is to teach you the rhetorical dynamics of promotion, so that you will be able to promote yourself, any future employer, and any product/service in which you come in contact. In addition, these projects are promoting a program with which you are very familiar—the Professional Writing Program at Purdue. Each of you is in a unique position to evaluate the program and determine its selling points to different constituencies. Ultimately, your promotional documents have the potential to raise the value of your degree and stimulate interest in the program. They may be the most important documents of your career.

These documents are intended to be public, meaning that they will serve to represent the program and club. I *will* make copies and distribute them among their audiences. All of you will receive credit for your contributions to the projects, but the goal is for these documents to serve the program and club. Since most of you are graduating, these documents may need to be revised and updated as needed in the future. Subsequent revisions will still provide attribution to the students in this course.

If you have additional ideas for promotional documents, feel free to suggest them, and perhaps we can negotiate their addition to the assignment.

Project #1: Professional Writing Club Promotions

Client: Professional Writing Club

Goal: To produce and update a set of promotional materials for the Professional Writing Club, which will inform both students and alumni about the organization, as well as effectively represent and promote the club.

Products: PW Ink Newsletter and PW Ink website, along with content for each.

Teams: Team 1: Newsletter
Team 2: Website
Team 3: Articles and content
Team 4: Alumni/student relations
Team 5: Program research (Bethany and Annie comprise this team)

Specifics: Students will form teams around the production of a particular promotional document. Each team will produce that document, including content, layout, and design, for the particular constituency to which it is addressed. These documents should be informative in nature and are attempts to disseminate information about the Professional Writing Club.

The first document is a newsletter about the PW Club for alumni, current students, faculty, former faculty, and anyone else interested in the program. This document might

include pertinent articles, interviews, updates, jobs, internships, etc., along with other information about the undergraduate and the graduate programs.

The second document is a revision of the website for the PW club, which will also provide pertinent information for interested readers. Obviously, the scope of this document and its readership will be larger since it is web-based. The information provided on the site might include links to the newsletter, links to important information for students, and other updates.

The third team will produce and/or solicit a variety of articles for the content of the newsletter and/or the website. This team will need to work closely with Teams 1 and 2 to establish goals for how many articles are needed. This team should not only consider traditional articles for the newsletter, but should also look at alternative types of articles that might be useful for the website. More than likely, this will be the largest group for the project. Therefore, we may have to form an "editorial collective" to manage the group.

The fourth team will be involved with alumni and student relations. They will collect information about current undergraduate students and alumni to produce documents that might be included on the website and/or might be useful for the program. Such information might include job placement, skill development, past courses, etc. This information might be conducted through interviews and surveys, and might be presented as a formal report.

The fifth document will be a researched report on the history of the Professional Writing program, positioning the program among other programs in the country. This report will be researched and composed by Bethany and Annie for honors credit.

Process: Each student will send a formal **proposal message** to the class WWW Threads explaining the team on which he/she wishes to work. In the message, the student should provide sound and logical reasons for wanting to be on that team. The student should also provide a second team with sound reasons for wanting to be on that team. This message should be posted by **February 20**.

Each team will produce a **project plan**, a document that will outline the **exact** tasks for each person on the team. While we do have dates on the syllabus for draft workshops, each team will have to develop a production schedule as part of the project plan. Furthermore, each team member should be engaging in some form of research for the project. While we do have class readings on aspects of promotions, you will probably have to go to the library and research for your specific tasks. This research should be included in the project plan and update. The project plan should be written in the form of a report, and it is due on **February 27**.

Each team will also produce a **project management update** on the specific contributions of each member of the team and on the progression of the project. This update should be written in the form of a memo and it is due on **March 13**.

Evaluation: Your work will be evaluated by me, but I will consult with your client at the end of the project to receive their feedback. You may be asked to revise your document if the client recommends changes or is unhappy with your work.

Schedule: The proposal message should be sent by **February 20**.
 The project plan is due on **February 27**.
 The project management report is due on **March 13**.
 Drafts of final versions due for workshop on **April 3**.
 Collaborative evaluation forms for the team should be completed by **April 8**.
 Final versions of the newsletter, website, and reports should be completed by **April 8**.

Project #2: Professional Writing Program Promotions

Client: Professional Writing Program Administration (David Blakesley, Jennifer Bay, Julie Woodford, Pat Sullivan, Linda Haynes)

Goal: To produce a set of promotional materials for the Professional Writing Program that can be circulated among several different constituencies, most notably the Computers and Writing Conference in May.

Products: Brochure for Computers and Writing; brochure for prospective students; brochure for community businesses and organizations; multimedia presentation; press releases and promotional materials.

Teams: Team 1: Computers and Writing Brochure
 Team 2: Student Brochure
 Team 3: Community Brochure
 Team 4: Multimedia presentation
 Team 5: Press releases and promotions

Specifics: Students will form teams around the production of a particular promotional document. Each team will produce that document, including content, layout, and design, for the particular constituency to which it is addressed. These documents should be persuasive in nature and are attempts to promote the Professional Writing program.

The first document is a brochure about the program for the Computers and Writing conference. This document will be addressed to the participants of the conference and will promote both the undergraduate and the graduate programs.

The second document is a brochure for prospective students that can be distributed throughout campus, especially to academic advisors. This document will inform students about the program so that they can determine their interest.

The third document is a brochure for businesses and organizations in the greater Lafayette community. This brochure will inform these groups about the program and will especially highlight the internship program in order to attract prospective internship sponsors.

The fourth document is a multimedia presentation to be shown at Computers and Writing that will underscore the program's strengths in visual rhetoric and multimedia writing.

The fifth document will be several press releases for the Computers and Writing conference to be distributed to local news media. The team will also produce logos or other promotional materials that other teams might need.

Process: Each student will send a formal **proposal message** to the class WWW Threads explaining the team on which he/she wishes to work. In the message, the student should provide sound and logical reasons for wanting to be on that team. The student should also provide a second team with sound reasons for wanting to be on that team. This message should be posted by **February 20**.

Each team will produce a **project plan**, a document that will outline the **exact** tasks for each person on the team. While we do have dates on the syllabus for draft workshops, each team will have to develop a production schedule as part of the project plan. Furthermore, each team member should be engaging in some form of research for the project. While we do have class readings on aspects of promotions, you will probably have to go to the library and research for your specific tasks. This research should be included in the project plan and update. The project plan should be written in the form of a report, and it is due on **February 27**.

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 Final versions of the documents should be completed by **April 8**.