

Crystal Stromberg  
TECM 5550  
Syllabus Project  
7.6.24



# Syllabus

**TECM 3100**

**Service Writing for Business**

Fall 2024

Semester 8W1

August 19 – October 11

## Instructor

Crystal Morris-Stromberg  
[crystalmorris@my.unt.edu](mailto:crystalmorris@my.unt.edu)

### Office Hours:

Virtual on UNT's Microsoft Teams  
2:00 pm to 4:00 pm Tuesdays and Thursdays

Please use email and virtual office hours as the primary form of communication for this course outside of the class meeting times.

## Course Description

Technical Communication 3100 Service Writing for Business focuses on technical communication best practices with applicability to students majoring in business. In this course, you will learn about and apply technical communication principles to business-related materials such as requests for proposals (RFPs), requests for quotes (RFQs), project plans, and contractual agreements. You will also gain experience collaborating with other professionals (your peers) to meet business documentation objectives.

## Course Format and Location

### Course Format:

This course is held in person on **Mondays and Wednesdays from 9:00am to 10:30 am.**

### Room:

GAB Computer Lab 203 in the General Academic Building

## Course Goals

Upon successful completion of the course, you will be able to:

- Describe different types of business documentation and their purposes
- Understand the process and best practices for responding to RFPs
- Understand the process and best practices for responding to RFQs
- Demonstrate using best practices in writing business documentation
- Demonstrate using best practices in editing business documentation
- Work collaboratively to complete a major project relating to business documentation

## **Texts and Materials**

Freed, Richard C; Freed, Shervin; Romano, Joe. *Writing Winning Business Proposals: Your Guide to Sealing the Deal, from Concept to Approval*. 3<sup>rd</sup> Edition. McGraw Hill. 2010.

Lannon, John M and Gurak, Laura J. *Technical Communication*. 14<sup>th</sup> or 15th ed. Pearson, 2017/2019.

**Please purchase these textbooks prior to the first day of class.  
Additional texts will be provided in class.**

## **Grading, Late Assignments, and Make-up Work**

Grades for this course break down as follows:

- Professional Conduct 5%
- Homework 15%
- Major assignments 70%
- Exam 10%

Professional conduct is built in to your grade. Points may be deducted for unprofessional or disruptive behavior in class or in group work. I will always inform you of any deduction and provide the reason for the deduction.

Homework grades are based on completion, and homework will not be accepted after the due date.

Major assignment grades are based on the rubrics provided at the time of assignment. If late, major assignments will receive a 15% deduction for every day past the assigned due date.

Make-up work may be allowed at the discretion of the instructor if the absence is excused and documentation is provided.

Due dates for homework and major assignments will always be during the Wednesday class session. Assigned reading for the week should be completed prior to the Monday class session.

## Attendance

As you are an adult paying tuition for this course, I will not be taking attendance; however, as an adult paying tuition for this course, it would be wise for you to attend all class sessions or use your business networking skills to acquire the notes for class sessions you cannot attend.

We all need mental health days. As a business student, it will serve you well to practice weighing the benefits and consequences of taking specific days off. Ask yourself if not attending a class session will allow you to refresh and refocus later or if it will bring you more stress later.

## Policy on Conduct

You are the manager of your own schedule and behavior—act accordingly. We’re all busy people with busy lives. Occasional cell phone use or the need to arrive late or leave early is permitted as long as you maintain professionalism in your conduct.

UNT’s code of conduct is provided [here](#).

## Course Schedule

### Assignments Due

Week 1(Aug 19-23)

This week will include an introduction to the class and an overview of grammar and technical writing best practices. We will also discuss rules for professionalism when editing business documentation as a collaborator in the workplace.

Reading(s): Chapter 11—Lannon and Gurak: Editing for a Professional Style and Tone

None

Week 2 (Aug 26-30)

This week will focus on reviewing different types of business documentation and their purposes. The first major assignment on RFQs will be introduced this week.

Homework: Edit a short RFP response using the best practices learned in week 1.

Reading(s): Chapter 22 —Lannon and Gurak: Proposals. Mail Chimp’s [What is the Difference Between an RFQ vs. RFP?](#)

Homework due Wed.

<p><b>Week 3 (Sept 2-6)</b>          This week will focus on compliance matrices and common project management tools for writing and business projects. The major RFQ assignment is due Wednesday. The major group assignment will be assigned this week.</p> <p><b>Reading(s):</b> Chapter 1—Freed and Romano: Understanding Generic Structure Logic</p>	<p>Major Assignment due Wed.</p>
<p><b>Week 4 (Sept 9-15)</b>          This week will focus on project charters and in-class group work and peer reviews for the major group assignment.</p> <p><b>Homework:</b> The style guide and compliance matrix for your group RFP response is due on Wednesday.</p> <p><b>Reading(s):</b> Chapter 9—Freed and Romano: Writing the Situation and Objectives Slots          Chapter 10—Freed and Romano: Writing the Methods Slot</p>	<p>Homework due Wed.</p>
<p><b>Week 5 (Sept 16-20)</b>          This week will focus on gaining experience and understanding of typical RFPs and RFQs from government and non-profit organizations. The major RFP group assignment is due Wednesday.</p>	<p>Major Assignment due Wed.</p>
<p><b>Week 6 (Sept 23-27)</b>          This week will focus on gaining experience and understanding of typical RFPs and RFQs from for-profit organizations. We will also discuss other for-profit business documents, such as master service agreements and statements of work. Your final project will be assigned during class on Wednesday.</p> <p>*September 27<sup>th</sup> is the last day to drop with a W</p>	<p>None</p>

<p><b>Week 7 (Sept 30-Oct 4)</b> This week will focus on reviewing best practices in formatting and design principles for Word documents. We will discuss simple methods for polishing business documents to give them a professional look. The exam will be held on Wednesday and is comprehensive of the material covered up to this point.</p> <p>Reading(s): Chapter 10—Lannon and Gurak: Organization, Style, and Visual Design</p>	<p>Exam on Wed.</p>
<p><b>Week 8 (Oct 7-11)</b> This week will focus on document submission formats, document control, management of change, and filing best practices. The final major assignment is due Wednesday.</p> <p>* October 9<sup>th</sup> last class meeting</p>	<p>Major Assignment due Wed.</p>

## **Major Assignment Descriptions**

### **RFQ Individual Project**

Due September 4, 2024

In this project, you are acting as a company responding to a Request for Quote (RFQ). Using your company's website (that will be provided to you), the RFQ document, and technical writing best practices, you will respond to the RFQ in a professional and positive manner. A rubric will be provided to you at the time of assignment. This assignment must be turned in digitally as a Word document during class on September 4<sup>th</sup>.

### **RFP Group Project**

Due September 20, 2024

In groups of 2-3, you will choose one of two Requests for Proposals (RFPs), create a compliance matrix, and write a proposal. For the purpose of this assignment, assume you will have all of the resources available to complete the services requested in the RFP. Your proposal should be well written and should include an abstract, introduction, description of proposed products and services, proposed delivery timeline, and pricing. Your compliance matrix and proposal must be turned in digitally as Word documents during class on September 20<sup>th</sup>.

### **Exam**

Due October 2, 2024

This exam is comprehensive of the topics and readings covered in class to this date. Topics for the exam include professionalism in collaborating, grammar and editing for business documents, and types of business documents and their purposes. The exam will be held during class on October 2<sup>nd</sup>.

### **Master Service Agreement Final Project**

Due October 9, 2024

In this project, you will develop a Master Service Agreement (MSA) for a product or service of your choice. The MSA should be well written, edited, and formatted in a professional manner. The MSA should include sections for: product or service description, pricing and payment schedule, duration of the agreement, and dispute resolution. Your MSA must be turned in digitally as a Word document during class on October 9<sup>th</sup>.