## Business and Technical Writing

**English**

- Head of Department: Vicki Mahaffey
- Department Office: 208 English Building, 608 South Wright, Urbana
- Phone: 333-2391
- [www.english.uiuc.edu](http://www.english.uiuc.edu)

Subjects associated with this department include: Business and Technical Writing (BTW), Creative Writing (CW), English (ENGL), and Rhetoric and Composition (RHET).

### BTW 250  **Principles Bus Comm**  credit: 3 hours.

Teaches students to apply the principles of successful professional communication to workplace writing tasks. Students will also practice editing and supervising the writing of others. Assignments replicate typical business cases and situations, including a report that requires students to compile and interpret research. Credit is not given for both BTW 250 and either BTW 261 or BTW 263.

Prerequisite: Junior standing and completion of campus Composition I requirement.

This course satisfies the General Education Criteria for a:
- Advanced Composition

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Advanced Composition course.

Restricted to students with Sophomore, Junior, or Senior class standing.

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Restricted to Liberal Arts & Sciences. Restricted to students with Sophomore, Junior, or Senior class standing.

Seats are reserved for LAS Access and Achievement Program students, specifically for Undeclared students the priority registration period, and then seats will open for LAS EOP and PAP students. If you do not meet this requirement, please contact the Access and Achievement Program Office in 2002 Lincoln Hall to be placed on the waiting list.

Restricted to EOP - Obligatory, Pres Award Program Recip, President's Award Honors, Srch High Abil Minority Stds, or AAP - Undeclared students.
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Advanced Composition course. Restricted to students with Sophomore, Junior, or Senior class standing.
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Advanced Composition course.
Restricted to students with Sophomore, Junior, or Senior class standing.

**BTW 261 Principles Tech Comm** credit: 3 hours.
Teaches students to apply the principles of successful professional writing to a range of realistic cases in technical communication. Emphasizes flexible problem-solving skills and a clear style for communicating technical information to a range of readers. Assignments
will include correspondence, instructions, proposals, and a technical report or similar project. Credit is not given for both BTW 261 and BTW 250 or BTW 263. Prerequisite: Junior standing and completion of campus Composition I requirement.

This course satisfies the General Education Criteria for a:
Advanced Composition

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Advanced Composition course.
Restricted to students with Sophomore, Junior, or Senior class standing.

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Advanced Composition course.
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Advanced Composition course.
Restricted to students with Sophomore, Junior, or Senior class standing.

BTW 263  Writing in the Disciplines  credit: 3 hours.
Teaches students to apply principles of professional communication to the writing tasks typical of specific disciplines or professions. Assignments will vary, depending on the focus of the course, but will include a substantial report or project. Credit is not given for both BTW 263 and either BTW 250 or BTW 261. Prerequisite: Junior standing and completion of campus Composition I requirement.

This course satisfies the General Education Criteria for a:
Advanced Composition

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Writing Effectively-Forever
Advanced Composition course.
Restricted to students with Junior or Senior class standing.
Topic Section BE: Writing Effectively--Forever This course is for degree-seeking students who are not attending classes on campus yet need to complete a course that fulfills the university's Advanced Composition requirement. The overarching goal of this online-only course is improving your ability to create effective texts throughout your career, and achieving that goal is likely to involve some adjustments to your mental models of what writing[verb] is, who is involved, where (they are involved in a writing[verb] process), why (they are involved), how (they are involved), and the likely ramifications (of their involvement). Genres will include memo, business letter, case study, proposal, schedule of deliverables, and training documents (e.g., instructions and procedures). There will be no regular class meetings, but there will be online office hours on weekends (and perhaps select weekday evenings). The course work is not self paced; assignment due dates will be prescribed by the instructor.

BTW 271  Persuasive Writing  credit: 3 hours.
Students will study principles of persuasion as applied to writing and designing written communications for business and the professions. Included are ads, direct-mail campaigns, argumentative essays, proposals, and other types of writing designed to move readers to action. Prerequisite: Sophomore standing and completion of Composition I requirement.

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Restricted to students with Sophomore, Junior, or Senior class standing.

**BTW 290 Individual Study**  
credit: 0 TO 3 hours.

Independent research with a chosen tutor leading to the writing of a formal report or preparation of some other type of major presentation of information. Enroll in BTW office, 294 English Building. Approved for both letter and S/U grading. May be repeated to a maximum of 6 hours. Prerequisite: Consent of instructor.

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Instructor Approval Required

**BTW 402 Descriptive English Grammar**  
credit: 3 OR 4 hours.

Same as ENGL 402. See ENGL 402.

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Credit Hours: 4 hours
Restricted to Graduate - Urbana-Champaign.
This is a course in English linguistics. We will study the English language: how we use it; how it uses us. We will learn and practice techniques for describing English, both its words and sentences and larger elements of discourse in context. We will look at the social, historical, and political forces that shape language and its use. And we will suggest ways to use what we learn about language both in the classroom and in the professional world. Text: Curzan, Anne, and Michael Adams, How English Works: A Linguistic Introduction, Latest edition.

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Credit Hours: 3 hours
Restricted to Undergrad - Urbana-Champaign.
This is a course in English linguistics. We will study the English language: how we use it; how it uses us. We will learn and practice techniques for describing English, both its words and sentences and larger elements of discourse in context. We will look at the social, historical, and political forces that shape language and its use. And we will suggest ways to use what we learn about language both in the classroom and in the professional world. Text: Curzan, Anne, and Michael Adams, How English Works: A Linguistic Introduction, Latest edition.

**BTW 490 Special Topics Prof Writing**  
credit: 3 OR 4 hours.

Study of the forms, situations, and social practices that define writing in particular disciplines or professions. Each class will focus on a specific topic such as science writing, writing in the environmental movement, legal writing, writing in the social sciences, public policy in the popular media, and so on. Assignments will vary with the topic. 3 undergraduate hours. 4 graduate hours. May be repeated to a maximum of 6 undergraduate hours or 8 graduate hours. Prerequisite: Junior standing.
<table>
<thead>
<tr>
<th>CRN</th>
<th>Type</th>
<th>Section</th>
<th>Time</th>
<th>Days</th>
<th>Location</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>68441</td>
<td>Lecture-Discussion</td>
<td>1G</td>
<td>09:30 AM - 10:45 AM</td>
<td>R</td>
<td>311 - Gregory Hall</td>
<td>Gallagher, J</td>
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<td>Lecture-Discussion</td>
<td>1G</td>
<td>09:30 AM - 10:45 AM</td>
<td>T</td>
<td>G8A - Foreign Languages Building</td>
<td>Gallagher, J</td>
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</tbody>
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Credit Hours: 4 hours  
Web Devlp/Soc Media Management  
Restricted to Graduate - Urbana-Champaign.

Topic Section 1G: Web Development and Social Media Management  
In this class, students will build a professional online web presence, study digital cultures, and familiarize themselves with social media management techniques and software designed for 21st century environments. Many hands-on activities are planned for the class, including learning audio, visual, and video editing techniques as well as website development and search engine optimization. Students are given class time to work in groups and have one-to-one assistance from the professor. Assignments include (a) building and maintaining a web presence of students’ choosing, (b) development, advertising, and management of that web presence, and (c) a paper on a topic related to online and digital culture. NO COMPUTER CODING SKILLS REQUIRED. Humanities majors are encouraged to enroll.

| 68440| Lecture-Discussion  | 1U      | 09:30 AM - 10:45 AM | R    | 311 - Gregory Hall             | Gallagher, J |
|      | Lecture-Discussion  | 1U      | 09:30 AM - 10:45 AM | T    | G8A - Foreign Languages Building | Gallagher, J |

Credit Hours: 3 hours  
Web Devlp/Soc Media Management  
Restricted to students with Junior or Senior class standing.

Topic Section 1U: Web Development and Social Media Management  
In this class, students will build a professional online web presence, study digital cultures, and familiarize themselves with social media management techniques and software designed for 21st century environments. Many hands-on activities are planned for the class, including learning audio, visual, and video editing techniques as well as website development and search engine optimization. Students are given class time to work in groups and have one-to-one assistance from the professor. Assignments include (a) building and maintaining a web presence of students’ choosing, (b) development, advertising, and management of that web presence, and (c) a paper on a topic related to online and digital culture. NO COMPUTER CODING SKILLS REQUIRED. Humanities majors are encouraged to enroll.