



**My Favorite Assignment:
Business Communication Boot Camp**

**Daylanne Markwardt
Center for Management Communication
USC Marshall School of Business**

Assignment Description

- ☆ Basic training for business writing
- ☆ Series of rigorous writing drills completed over first two weeks of the semester
- ☆ Combat practice for major writing assignments

Learning Objectives

Students will be able to:

- ☆ Compose major message types
- ☆ Use standard messaging formats
- ☆ Communicate upward, downward, and horizontally
- ☆ Adjust to varied purposes, audiences, and contexts
- ☆ Adapt style and tone accordingly

Learning Objectives (Cont.)

Students will be able to:

- ☆ Practice business writing conventions
- ☆ Demonstrate knowledge of Four Cs
- ☆ Handle such challenges as mixed audience and varied levels of resistance
- ☆ Tackle low-stakes writing tasks before moving on to major assignments

Assignment Components

Based on Evergreen Natural Markets case, students write the following:

- ☆ A routine email inviting executives from a newly acquired chain to a meeting
- ☆ A bad news letter informing an executive that his/her position is being eliminated
- ☆ A memo to store managers persuading them to implement an unpopular practice
- ☆ Three blog posts motivating store personnel to uphold company values

Assignment Variations

Assignment may be:

- ☆ Varied for MBAs, majors, or non-majors
- ☆ Used in various courses
- ☆ Based upon other business cases
- ☆ Adapted to real-time business crises
- ☆ Scaled up or down
- ☆ Kept current by incorporating social media and other digital formats

Questions?

Daylanne Markwardt
markward@marshall.usc.edu