## ADVANCED EXPOSITION (ENGLISH 202 11-12)

15 Jan. 2014  
**Instructor:** Joseph Conlin  
**Classroom 202-11:** 1:30-2:45 Mandeville 223  
**Classroom 202-12:** 3:00-4:15 Mandeville 223  
**Office Hours:** Library 3:30-4:30 Tuesday and Thursday  
**Email:** ConlinJoseph@gmail.com  
**Class Web Page:** http://www.bridgeport.edu/~jconlin  
Academic Calendar appears at the end of the syllabus.

## Tentative Schedule

**Instructions for sending assignments via e-mail:** Use whatever email account that you check frequently. If you are not using your UB Google account, please notify me by email. Address it to ConlinJoseph@gmail.com. In the subject line (the line indicated by the phrase "Re:"), write your family name, 1:30 or 3:00 (depending on what class you're in), and the date the assignment is due (not sent) and other information regarding the topic of your email.

## ENGLISH 202-11, 12 SPRING 2014 SEMESTER

Complete assignments by the next class. Otherwise complete assignments by stated deadlines.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Jan. 20, Mon.: Martin Luther King Holiday. No Class.</th>
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<tbody>
<tr>
<td>Jan. 22, Wed.:</td>
<td>Introduction to the course and writing. Identifying to whom you are writing what. Cover APA style quickly.</td>
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<tr>
<td><strong>Assignment:</strong></td>
<td>Read <em>Why Do Students Take Writing Courses?</em>, <em>Words You Will Not Use in English 202</em>, and <em>Setting Up Word</em>. Do not presume that because something is easy to read that you will remember the material easily.</td>
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<tr>
<th>Week 2</th>
<th>Jan. 27, Mon.: Discussion of marketing and the Internet. Read <em>Formatting emails</em>.</th>
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<tr>
<td><strong>Assignment:</strong></td>
<td>Read <em>Marketing and Advertising</em>. Re-read <em>Why Do Students Take Writing Courses?</em>, <em>Words You Will Not Use in English 202</em>, and <em>Setting Up Word</em>.</td>
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<tr>
<td>Jan. 29, Wed.:</td>
<td>Discussion of Internet marketing and an introduction to the State of Internet Marketing.</td>
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<tr>
<td><strong>Assignments:</strong></td>
<td>Read the <em>Internet Marketing</em> and re-read <em>Marketing and Advertising</em>.</td>
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<td>Jan. 31, Fri.:</td>
<td>Last Day to Elect Pass/Fail and Last Day to Add Courses</td>
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<tr>
<td><strong>Assignment:</strong></td>
<td>Re-read <em>the Internet Marketing</em>. Integrate the ideas of <em>Internet Marketing</em> and <em>Marketing and Advertising</em>. Then develop a new idea based on the material that you read. Then you have a thesis.</td>
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<tr>
<td><strong>Assignment:</strong></td>
<td>Write a 1000-word letter defending the thesis that you developed on Feb. 3. Use only the two readings <em>(Marketing and Advertising)</em> and <em>Internet Marketing</em>. You must have a <em>minimum</em> of six in-text citations. Include a works cited page after your “signature” on the letter. Use APA format for in-text citations and works cited page. Address the letter to the following:</td>
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Joseph Conlin  
Professor of English  
University of Bridgeport  
Dana Hall 129
Bridgeport, CT 06604.

Due date: Feb. 11 at 11:59 pm. Send as an attachment to ConlinJoseph@gmail.com.

**Feb. 7, Fri.:** Last Day to drop Courses Without an academic penalty - No "W" Grades.

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### Week 4

**Feb. 10, Mon.:** Integrating the ideas found in *Internet Marketing* and *Marketing and Advertising*.

**Assignment:** Write a 1000-word letter defending the thesis that you developed on Feb. 3. Use only the two readings (*Marketing and Advertising* and *Internet Marketing*). You must have a *minimum* of six in-text citations. Include a works cited page after your “signature” on the letter. Use APA format for in-text citations and works cited page. Address the letter to the following:

Joseph Conlin  
Professor of English  
University of Bridgeport  
Dana Hall 129  
Bridgeport, CT 06604.

Due date: Feb. 11 at 11:59 pm. Send as an attachment to ConlinJoseph@gmail.com.

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### Week 5

**Feb. 17, Mon.:** Discussion of the *US Digital Future in Focus 2013*.

**Assignment:** Re-read the *US Digital Future in Focus 2013*.

**Feb. 19, Wed.:** Integrating the concepts of the *US Digital Future in Focus 2013* with the ideas found in *Internet Marketing* and *Marketing and Advertising*.

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### Week 6

**Feb. 24, Mon.:** Further discussion of integrating the ideas of the three reports.

**Feb. 26, Wed.:** Introduction to *Demystifying Social Media*.

**Assignment:** Read *Demystifying Social Media*.

*Short reports* due by March 7 at 11:59 p.m. via e-mail. Short reports are 1800 words analysis of the digital advertising/marketing world based on the class readings thus far this semester (*Marketing and Advertising*, *Internet Marketing*, *US Digital Future in Focus 2013*, and *Demystifying Social Media*). Include a works cited page. You must have at least 12 in-text citations. Must use APA for in-text citations and works cited page. Send reports in the format instructed in class (or in *Marketing and Advertising*) to ConlinJoseph@gmail.com. The format: single spaced, line space between paragraphs, and no indentations of paragraphs.

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### Week 7

**March 3, Mon:** Discussion of 1800-word short reports. Discussion of *Demystifying Social Media*.

**March 5, Wed.:** Discussion of *Demystifying Social Media*.

**Assignment:** Short reports due by March 7 at 11:59 p.m. via e-mail. Short reports are 1800 words analysis of the digital advertising/marketing world based on the class readings thus far this semester (*Marketing and Advertising*, *Internet Marketing*, *US Digital Future in Focus 2013*, and *Demystifying Social Media*). Include a works cited page. You must have at least 12 in-text citations. Must use APA for in-text citations and works cited page. Send reports in the format instructed in class (or in *Marketing and Advertising*) to ConlinJoseph@gmail.com. The format: single spaced, line space between paragraphs, and no indentations of paragraphs.

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### Week 8

**March 10, Mon.:** A discussion of 2400-word long reports: An analysis of one American company’s use of Internet marketing to accomplish an objective (increasing revenue or raising profit does not count). Format: Double-spaced, indent paragraphs. Minimum of 16 in-text citations using APA format, 10 sources (including *Marketing and Advertising*, *Internet Marketing*, *US*...
Digital Future in Focus 2013, Demystifying Social Media). You must have a works cited page in APA format.

March 12, Wed.: Resumes and cover letters and a review of the long reports.
Assignment: Read section called Resume Gaffes and Resume Guidelines. Think about a thesis for the long report.

Week 9

Spring Break Week

Week 10

March 24, Mon.: More on resumes—plain text and their limited but essential value. As well as thesis for the long report. A thesis for a report of less than 3000 words should not exceed 10 words, should not be defining sentence, should not use passive voice, and should be declarative (not a question [when a writer asks a question, he/she expects the reader to answer it. If the reader knows the answer to your question or thesis, then why should they read your report].
Assignment: Create plain text (.txt or ascii) resumes. Create your plain text resume and cover letter. Copy and paste the resume and cover letter from Notepad into the body of an email. Then send the to ConlinJoseph@gmail.com by 11:59 pm on March 25.

March 24, Mon.: Mid-Terms Grades Due

March 26, Wed.: Writing an effective thesis about an analysis of one American company's use of Internet marketing to accomplish an objective (business-ese for to solve/fix a problem). Bring your thesis to class. Preparing your research and outlines for the long report.
Assignment: Copy and paste your thesis for your long report into the body of an email and send it at 11:59pm to ConlinJoseph@gmail.com. As stated in class – several times at this point – your thesis must meet the following conditions: less than 11 words, be a declarative sentence (no questions), not a defining sentence, and no passive voice. Do not send the thesis as an attachment.

Week 11


April 2, Wed.: Discussion of research/outline for long report.
Assignment: Submit your Word resume and cover letter as an attachment by April 4 at 11:59 to ConlinJoseph@gmail.com.

April 4, Fri.: Last Day to Withdraw from Classes with "W" Grades

Week 12

April 7, Mon.: Discussion about Word resumes and research/outline for long report.
Assignment: Prepare your annotated bibliography and outline for long report.

April 9, Wed.: Using the Internet as a communications medium.
Submit annotated bibliography and outline for long report by 11:59 pm, tonight. Submit as one attachment. Remember to use APA formatting for your bibliography.

Remember drafts of 2400-word long reports due Monday, April 14

Week 13

April 14, Mon.: Review of drafts of long report and presentations.
Assignment: Submit draft of long report 11:59 pm tonight. The draft must be a minimum of 2400 words. It must list a minimum of 10 works cited ( HD Marketing Report, Internet Marketing, Marketing and Advertising, Demystifying Social Media, and six of your own). It must have two charts and/or graphs, which you created (do not copy and paste a graph—plagiarism).

April 16, Wed.: Individual reviews of long reports with instructor.

Week 14

April 21, Mon.: Individual reviews of long reports with instructor.

April 23, Wed.: Individual reviews of long reports with instructor.
Long Reports Due on April 25. The long report must be a minimum of 2400 words. It must list a minimum of 10 works cited (including Marketing and Advertising, Internet Marketing, US Digital Future in Focus 2013, Demystifying Social Media, and six of your own). It must have two charts and/or graphs, which you created (do not copy and paste a graph—plagiarism). Email to
Week 15

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<tr>
<th>Date</th>
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<tr>
<td>April 27, Sun.</td>
<td>Send your PowerPoint presentation as an attachment by 11:59 pm to <a href="mailto:ConlinJoseph@gmail.com">ConlinJoseph@gmail.com</a>. No attachment, no presentation. Lower final grade.</td>
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<td>April 28, Mon.</td>
<td>Oral Presentations. Attendance is mandatory.</td>
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<tr>
<td>April 30, Wed.</td>
<td>Oral presentations. Attendance is mandatory.</td>
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<td>May 2, Fri.</td>
<td>Last day of classes.</td>
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<td>May 12, Mon.</td>
<td>Final grades due.</td>
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Jan. 20, Mon.: No Classes- Martin Luther King Day

Jan. 21, Tues.: Classes Begin

Jan. 31, Fri.: Last Day to Elect Pass/Fail and Last Day to Add Courses

Feb. 7, Fri.: Last Day to drop Courses Without an academic penalty- No “W” Grades

March 3-7, Mon.- Fri.: Mid-Semester Examination Week

March 14, Fri.: Last Day to Apply for May Graduation & Participate in Commencement

March 16-23, Sun.-Sun.: Spring Break-No Classes

March 24, Mon.: Mid-Semester Grades Due

March 31-May 12, Mon.-Mon.: Register for Summer and Fall 2014 Semesters

April 4, Fri.: Last Day to Withdraw from Classes with “W” Grades

May 2, Fri.: Last Day of Classes

May 5-May 9, Mon. - Fri.: Final Examination Week

May 10, Sat.: Commencement

May 12, Mon.: Final Grades Due