



COLLEGE OF LIBERAL ARTS
& SOCIAL SCIENCES
Department of
Technical Communication

TECM 2700-450 Introduction to Technical Writing 8 WEEK ONLINE FALL 2025

October 12 – December 12, 2025

3 credits / 100% online

Instructor: Dr. Cynthia Pope
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Office Hours: 11:00 am – 1 pm CST Friday via Zoom or by special appointment; on-call 24/7 for texting
<https://unt.zoom.us/j/86467763417?pwd=mrxiidcAOXvnZRIPLJgaTLiGwnDROL.1>
Meeting ID: 864 6776 3417 / Passcode: 762924

COUNSELING & STRESS RELIEF OPTIONS

COUNSELING SERVICES: Private & free counseling services are available 24/7

- 940-565-2741 or <https://studentaffairs.unt.edu/student-counseling>
- Student Health & Wellness Center: Chestnut Hall, 2nd floor or 940-565.2333
- Counseling & Testing Center: Chestnut Hall, Suite 311 or 940-565.2333
- Suicide Prevention Lifeline: 1-800-273-8255 or [Suicide Prevention URL](#)

STRESS RELIEF:

- Stress relief podcast <https://podcasts.apple.com/us/podcast/decompress/id1506861758>
- Virtual museum exhibit <https://apple.news/AoXUX57qoTzuLREnMdxoSvQ>
- Squirrel video <https://x.com/jeepguytexas/status/1940363807542636986?s=42>
- Mr. Potato video <https://www.youtube.com/watch?v=kgxz0YKu9DA>
- Meditative music <https://www.youtube.com/watch?v=AYtA3V5s92E>

Course Summary

Every profession, regardless of the field, requires solid communication skills: the ability to communicate with an audience inside and outside of the profession. The effective professional has a keen sense of audience and purpose, a command of the language, and an ability to adapt to a variety of communication tasks. Technical Writing introduces students to the genres, style, and design of technical documents that are used in various professional fields including engineering, science, business, and criminal justice. By the end of this course, you should be able to

- Analyze communication contexts rhetorically by understanding audiences, purposes, and situations
- Create technical documents that solve problems and improve a reader's access to information
- Write effective technical prose & design professional and usable documents
- Research, synthesize, articulate, and graphically represent technical data
- Write collaboratively and work as a member of a team

Textbook

The required eTxbk for this course is *Professional Business Writing: A Practical Approach* by Julie Gathercole, ISBN 978-1-956-963-533. It is a digital text available for purchase through Stukent Publishing Company. The link is below (under "To Get Started"). **You will need to create a free account & purchase the text.** Supplemental readings will be available on Canvas.



Simternship

Additionally, students are required to complete work in the *Business Communication Simternship™*. The UNT Technical Communication Department has purchased your access to the *Simternship™* through course fees, so you will not need a credit card for this portion.

To Get Started

Click the course link below and follow the instructions. You do not have to purchase the *Simternship™*, but you do have to purchase the textbook.

<http://join.stukent.com/join/304-1D0>

Student Support Resources

Stukent's Support Team member are not subject experts, but can assist with basic courseware and technical needs:

- Web: <https://www.stukent.com/>
- Login, registration, and access
- Simulation navigation
- Understanding simulation results



Stukent Support Contact Info

- Email: support@stukent.com (fastest method)
- Call: (855) 788-5368
- Hours: M-Th 9am-9pm CST; Fri 9am-8pm CST; via email only Sun 1-5pm CST

Assignments

The assignments in this course are designed to provide you with the opportunity to demonstrate and develop your writing abilities. As **this is a writing-intensive course**, each assignment, whether individual or group, requires substantial contribution and solid evidence of audience analysis, ethical considerations, and problem-solving skills.

Below is a brief description of the major assignments you will complete in this course and the assignment grade weights. More specific instructions about each will be provided in-class and on Canvas.

Technical Style Exam (Individual project) 15%

Review and refine the style of a technical document, focusing on tone and professionalism. Edit the document in line with textbook recommendations. This is an open-note/open-book test. Ensure you reference your textbook and notes for style guidelines. Complete independently without AI assistance.

Resume & Elevator Pitch (Individual project) 20%

Select an internship posting based on your current qualifications. If you're planning on graduating this year, approach this assignment as if you have your degree. Design and construct a resume based on this posting's desired qualifications. You will be evaluated on the content and appearance of the resume as well as how effectively it targets your audience. Resumes produced with existing templates will not be accepted. Additionally, create an Elevator Pitch that can function as a professional summary (on LinkedIn, for example).

Simternship™ (Individual project) 15%

The Stukent Business Communication Simternship™ is a simulation giving you hands-on, educational experiences with important business communication skills. You will take on the role of Taylor Williams (i.e. your alias), who is working with her university's career center to land a job after graduation. You will follow Taylor on her journey from a student to a professional and make key decisions on her behalf.

As you complete tasks for Taylor, you will also complete similar tasks, focusing on the job search process, for yourself. During this simulation, expect to:

- Identify references and craft messages to them
- Dissect job descriptions and apply results to job search activities
- Create resumes and cover messages
- Prepare for and participate in employment interviews
- Create post-interview messages
- Explore professionalism and communication best practices
- Construct personal pitches, business presentations, and informal proposals
- Conduct peer and self-reviews
- Respond to questions about business communication

Employment Outlook Report (Group project) 20%

In assigned groups, research and report the employment outlook for your future profession. Each team member is responsible for locating and synthesizing data from the Occupational Outlook Handbook (Bureau of Labor Statistics) as well as 3 current job postings in his or her desired field and location. Each team member will also interview one relevant professional who works outside the university. Your team must use the project management tool you recommended in the project management report to communicate with one another.

The audience for the employment outlook report includes academic advisors and undergraduate directors who advise and recruit students into your major. The report will be assessed on your ability to analyze, synthesize, and visualize technical information.

LinkedIn Profile (individual project) 10%

Write the content necessary for an effective LinkedIn profile. If you don't wish to post these materials on LinkedIn, submit them via Canvas. The profile content should include a professional headshot as well as the following sections: summary, experience, courses, skills, and education. Organize these sections based on what we've discussed about hierarchy in class as well as the experiences that distinguish you from the competition.

Professionalism, Discussion Posts, and Quizzes (Individual assignments) 20%

Complete discussion posts, in-class activities, short writings, and assigned readings as well as conduct yourself as a professional communicator.

Grading

The below grading criteria serve as general guidelines for evaluating all assignments. Assignment-specific rubrics will be housed on Canvas. **Grades of ABCDF will be issued, no pass/fail options.**

A	90-100%	A manager would be very impressed and would remember the work when a promotion is discussed. Work that is a pleasure to read, with excellent content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale.
B	80-89%	A manager would be satisfied with the job but not especially impressed. Documents are well written and well produced and demonstrate a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.
C	70-79%	A manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work. In other words, the document may have clear, but underdeveloped ideas, or it might not engage or affect the reader. The documents may contain some errors in grammar, mechanics, or logic.
D	60-69%	A manager would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The documents may contain incomplete information, have serious grammar and mechanical problems, lacks clear organization, or be conceptually unclear.
F	0-59%	A manager would start looking for someone to replace you. In particular, work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible. This grade will also be assigned for any evidence of plagiarism.

Course Policies and Procedures

These policies provide you with the formal regulations governing this course. Submission of your first assignment indicates you have read, understood, and agreed to these policies.

Online Learning, Attendance, and Communication

This course has been developed to promote asynchronous learning. The instructor and students do not meet on a designated day and time each week.

For each module, there is a timeframe to complete all activities and assignments, and you may work at your own pace within that time frame. However, you must adhere to the deadlines outlined on the calendar. You should log into the course daily to check for updates, review lessons, and participate in activities.

You can expect meaningful feedback on written assignments within 7–14 days of the deadline. Questions about grades or other individual issues should be emailed to the instructor, not posted on the discussion forum. I **do not accept late work unless medical documentation is provided.**

Drop Dates

Please be aware of the below deadlines as well as the changes in grading policies. UNT students can no longer receive a grade of WF, and they can drop a course online without the instructor's signature. However, students have five (5) business days to be reinstated in a dropped course.

Date	Description
Nov 20	Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office. Grades of W are assigned.
Nov 21	First day to request a grade of I, incomplete (See "Grading system" in the Academics section of this catalog.).

Medical Withdrawals

If a student must withdraw due to medical reasons, prior to the withdrawal deadline as indicated in the academic calendar, a student may do so through the regular withdrawal process. If a student is incapacitated or unable to make the request on his/her own, please contact the Dean of Students Office for assistance at 940-565-2648. For details regarding the withdrawal process, go to <http://deanofstudents.unt.edu/withdrawal>

Requesting an Incomplete

Students facing an emergency or extenuating circumstances at the end of the semester may request an "incomplete" grade. To be eligible for an incomplete, a student must have completed at least 80% of the coursework and be passing at the time of the emergency or extenuating circumstances. The student must request the incomplete in writing and provide documentation of the emergency or extenuating circumstances. The instructor will then request departmental approval for an incomplete on behalf of the student.

Technology Requirements

To successfully complete this course, you should have access to a reliable internet source. You should also have these technical skills:

- Using the Canvas learning management system
- Using email with attachments
- Creating and submitting files in common program formats
- Copying and pasting
- Downloading and installing software (including the [LockDown Browser](#))
- Using spreadsheet programs
- Using Microsoft Word ([Free software download](#) for UNT students)

Remember that your password is the only item protecting you from pranks &/or more serious harm.

- Don't share your password w/ anyone.
- Change your password if you believe someone else might know it.
- Always log out when finished using Canvas, especially on public computers.

The following information has been provided to assist you with the technological aspect of the course.

- [UNT Help Desk](#)
- [Browser requirements](#)
- [Computer and Internet Literacy](#)
- [TECM Comm Lab](#) (for writing support)
- [TECM Tech Lab](#) (for course-related technology and software support)

Netiquette Guide

When communicating online, you should

- Treat others with the same respect you would show in a face-to-face classroom
- Err on the side of being too formal rather than too informal. Take your cue for the right level from how your professor & classmates interact with you
- Be cautious when using humor or sarcasm as it can easily be misunderstood
- Be careful with personal information (both your own and other people's info)
- Avoid using all capital letters as it means you're shouting at the recipient

Assignment Submission and Grading

Format

Major assignments and drafts must be submitted through Canvas unless otherwise noted. **Emailed assignments will not be accepted.** You may not use program templates (e.g., Word templates) to format any of your documents because these don't encourage you to learn the programs and generally result in dull, unpersuasive documents.

Due Dates

Unless otherwise noted, all assignments are normally due by 11:59 pm Sundays; however, some assignments—such as Peer Review deadlines—are due 11:59 pm, Wednesdays. I will not accept late work in this course.

All work submitted after the deadline will receive a grade of zero unless the student has a [university authorized absence](#) & provides documentation within 48 hours of the missed deadline. In those circumstances, I'll do my best to accommodate you fairly. Expect all assignments within one week of the due date & posted in Canvas.

Grade Disputes

You are required to wait 24 hours before contacting me to dispute a grade. Within that timeframe, review assignment details & reflect on the quality of work you submitted. If you'd still like to meet, email me to set up a meeting between us. Come to the scheduled meeting with specific examples that demonstrate you should have a higher grade than you received. If you miss our scheduled meeting, you forfeit your right to a grade dispute. Incidentally, if you don't contact me to schedule a meeting within seven days after I post grades, you forfeit your right to a grade dispute.

Teamwork Behavior

Value of Teamwork

Teamwork is an essential component of TECM 2700, reflecting the reality of professional environments where collaboration is key to success. Throughout at least half of the semester, you will engage in team-based projects designed to mirror workplace dynamics. Your instructor will assign you to teams, often based on your academic background, to maximize diverse perspectives and skills.

In this course, you will develop project management strategies, including creating a team charter to guide collaboration and resolve conflicts. You will learn to balance academic, work, and personal commitments, enhancing your ability to work effectively in a team setting. This experience is invaluable for developing the interpersonal and organizational skills that employers highly value.

Teamwork Requirement

Participation in team projects is a mandatory aspect of TECM 2700 and not optional. Teamwork is a required component because it is a reality of the workplace and an assessed outcome of the Texas Core Curriculum. Your ability to work collaboratively will be evaluated and is essential for successfully completing the course. Failure to engage with your team may impact your grade and learning outcomes.

Academic Integrity

Follow UNT's academic integrity & dishonesty policies. UNT defines six acts of academic dishonesty ([see UNT Policy 06.003](#)). Below is a brief description of these acts & the related 2700 penalty for committing each act:

- ***Cheating*** – using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours. You will receive a grade of 0 for any assignment that involves cheating.
- ***Plagiarism*** – the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement. You will receive a grade of 0 for any assignment that involves plagiarism.
- ***Forgery*** – altering a score, grade, or official academic university record or forging the signature of an instructor or other student. You will receive a final grade of F in the course for any act of forgery.
- ***Fabrication*** – intentional and unauthorized falsification or invention of any information or citation in an academic exercise. You will receive a grade of zero for any assignment that involves fabrication.
- ***Facilitating academic dishonesty*** – intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity. You will receive a grade of 0 for any assignment that involves facilitating academic dishonesty.
- ***Sabotage*** – acting to prevent others from completing their work or willfully disrupting group projects. That includes omission of effort; thus, all students in team projects must contribute. You will receive a final grade of F in the course for any act of sabotage.

All acts of academic dishonesty will be reported to UNT's Academic Integrity Office. You can read UNT's policy at <http://tinyurl.com/nuwo42u>. At the beginning of the semester, we will review the six acts of academic dishonesty and their related penalties. You must also complete a quiz on the subject, which will certify that you understand the policies and procedures.

Artificial Intelligence Assistance Policies

The emergence and advancement of AI-assisted tools can increase efficiency. Interestingly, by saving time on routine tasks, using these tools actually amplify our creative capacities. By harnessing the power of AI, you have the opportunity to better connect your writing to its intended audience and purpose. However, it's essential to use AI responsibly and ethically.

General Use of AI

You can leverage AI tools for brainstorming, proofreading, and general research assistance. However, you should thoroughly review, edit, and understand any direct output from an AI tool before submitting it. Just like any other source, if you use insights or outputs from an AI, ensure you acknowledge or cite it appropriately.

AI tools, while powerful, can sometimes produce fabricated or inaccurate information. It's your responsibility to vet any content, AI-generated or otherwise, before submission. Understand that actions, such as fabricating content or misrepresenting work would be considered breaches of academic integrity, with or without the use of AI. If you're unsure about the appropriateness of using AI for a specific task, consult your instructor before proceeding.

Purpose of TECM 2700 Assignments

The primary aim of TECM 2700 assignments is to develop the writing and design skills you need to be successful in academic and career endeavors. This is why there are specific guidelines on the use of **AI tools** for these assignments. Specific guidelines on how AI should and should not be used for major assignments in TECM 2700 are below.

Correspondence Case (& other general writing assignments)	Do not use AI tools to draft or conceptualize your responses. Instead, develop your response based on your understanding and skills.
Technical Style Exam	Refrain from using AI to perform style analyses or suggest edits. The justification for style edits should be your own work.
Resume	While AI can offer insights on formatting and phrasing, the content in your resume should accurately represent your personal experiences, skills, and achievements. Do not use AI to fabricate or exaggerate any part of your resume.
Stukent Simternship™	The Simternship is designed to help you develop your professionalism, work ethic, and writing skills. Do not use generative AI to complete the Simternship™.
Employment Outlook Report	You may use AI for initial research on job market trends. However, fabricating interview subjects or responses, with or without AI assistance, is strictly prohibited.
Discussion Posts, Quizzes, & Other	These assignments should genuinely reflect your contributions. Do not use AI to exaggerate or fabricate progress.
LinkedIn Profile	AI can assist in proofreading, but do not rely on it to generate content for your LinkedIn profile. Your profile should authentically represent your skills and experiences.

Trust your gut. If using an AI tool in a particular manner feels "wrong" or if you're unsure about its appropriateness, trust your instincts and seek guidance. Raising thoughtful questions or concerns with your instructor is encouraged. These discussions are not considered academic dishonesty; rather, they invite positive conversations about the value and potential drawbacks of AI tools.

Accommodations (Special Arrangements)

UNT Office of Disability Accommodations

In accordance with university policies and state and federal regulations, the university is committed to full academic access for all qualified students, including those with disabilities. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies to facilitate equality of educational access for persons with disabilities.

To receive accommodations, you must [register with the ODA](#) and then [request a Reasonable Accommodation form](#), which you should present to me within the first week of class (see UNT Policy 16.001). You can read UNT's policy on disability accommodation for students and academic units at <https://tinyurl.com/y7jshaqx>.

Federal Regulation for F-1 Students taking Distance Education Courses

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads: (G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken online or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An online or distance education course is a course that is offered principally through television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

F-1 students unsure about their need to participate in an on-campus experiential component for this course should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Sexual Discrimination, Harassment, & Assault

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. (See UNT Policy 16.005).

UNT's Dean of Students' website offers a range of [on-campus and off-campus resources](#) to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate. She can be reached through email at renee.mcnamara@unt.edu or by calling 940-565-2648.

Schedule

Our tentative schedule for TECM 2700 is subject to change pending student progress during the semester. Each Monday I will update the Canvas Home Page to delineate weekly assignments due & other pertinent information about the course.

Remember, too, that this course augments 16 weeks' worth into 8 weeks. Thus, the schedule contains many assignments each week. Be prepared to confront a heavy workload. That said, I'll do my best to make assignment deadlines less taxing on you as possible.

Wk	Date	Assignment Due Dates are 11:59 pm (usually Sunday, sometimes not)
1	Oct 12	· UNT Policies & Procedures by Oct 18 · Academic Integrity Quiz by Oct 18 · Course Policy Agreement Quiz by Oct 18 · LockDown Browser Browser & Webcam Test by Oct 18 · Video Introductions by Oct 18 · Simternship™ Introduction by Oct 18 · Ch. 1 Characteristics of Business Writing Quiz by Oct 18 · Correspondence Case w/ LockDown Browser & Webcam by Oct 18
2	Oct 19	· Ch. 2 Writing Process & Audience Quiz by Oct 25 · Ch. 3 Prewriting & Planning Your Writing Project Quiz by Oct 25 · Simternship™ Secure References by Oct 25 · Simternship™ Status Update Email by Oct 25 · Ch. 6 Briefs, Memos, Reports, Internal Documents by Oct 25 · Ch. 10 Emails Quiz by Oct 25
3	Oct 26	· Ch. 5 Editing, Proofreading, Reflecting Quiz by Nov 1 · Technical Style Exam w/ LockDown Browser & Webcam by Nov 1 · Ch. 13 Personal Business Writing Quiz by Nov 1 · Simternship™ Analyze Job Descriptions by Nov 1 · Writing Qualifications Quiz by Nov 1

4	Nov 2	· Simternship™ Create Resume & Cover Letter by Nov 8 · Simternship™ Create Elevator Pitch by Nov 8 · Simternship™ Prepare for Interview by Nov 8 · Simternship™ Interview by Nov 8 · Resume <u>Draft</u> by Nov 4 (Weds) · Resume <u>Peer Review</u> by Nov 6 (Fri) · Resume <u>Final</u> by Nov 8 · Email Interview by Nov 8 (Send email to interviewee & cc: me to Cynthia.Pope@unt.edu)
NOV 6 is MID-TERM (no exam, just that time of the semester)		
5	Nov 9	· Simternship™ Prepare for a Job by Nov 15 · Team Roles & Learning Styles Digital Tests by Nov 15 · Employee Outlook Report Team Charter (group work) by Nov 15 · Simternship™ Onboarding by Nov 15
NOV 20 is LAST DAY TO WITHDRAW FROM FAILING COURSES		
6	Nov 16	· Employment Outlook Report Primary Research by Nov 22 · Interview Summary by Nov 22 · Employment Outlook Report Secondary Research by Nov 22
NOV 23-29 is THANKSGIVING BREAK–NO CLASSES		
7	Nov 30	· Employment Outlook Report <u>Draft</u> by Dec 4 (Fri) · Employment Outlook Report <u>Peer Review</u> by Dec 6
8	Dec 8	· Employment Outlook Report <u>Final</u> by Dec 10 (Thurs) · Employment Outlook Report <u>Team Eval</u> by Dec 10 (Thurs) · LinkedIn Profile by Dec 10 (Thurs) · Exit Evaluation by Dec 10 (Thurs)