

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES  
DEPARTMENT OF MARKETING  
COURSE SYLLABUS FORM**

<b>ENG 221 English Writing Skills</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECTS</b>
English Writing Skills	ENG 221	3	3	0	0	3	3

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, discussion, question-answer, writing-feedback

<b>Course Objective</b>
<p>This course aims to give students a detailed understanding of Academic Writing in English. By thoroughly focusing on two main subjects throughout the semester; Essay Writing and Theses Writing, students will learn how to put their ideas and thoughts on paper correctly. In order to ensure active learning, students will be obliged to complete four distant and one in-class writing assignment. Interactive methods will be used to educate students on writing for academic purposes.</p>

<b>Learning Outcomes</b>
<p>Students who successfully complete this course are expected to...</p> <ul style="list-style-type: none"> <li>• Be able to recognize different types of Emails used in the business world</li> <li>• Be able to write Emails, using formal English</li> <li>• Recognize and understand academic English</li> <li>• Differentiate and utilize formal and informal English</li> <li>• Write well developed Essays</li> <li>• Be able to write a well-thought-of Term Paper or Theses</li> <li>• Be able to recognize and use MLA and APA writing formats</li> </ul>

<b>Course Outline</b>
<p>The objectives of this course are: Developing the skills of reading, comprehending, evaluating, interpreting and writing English. Besides, developing technical terms and vocabulary in English and providing awareness about reliable sources. Expanding students' knowledge of a particular subject with suitable for academic life awareness of ethical norms of research.</p>

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Introduction: Course objectives Formal & Informal English Business E-mail	<ul style="list-style-type: none"> <li>– A Brief Guide to Academic Writing (pg.5)</li> <li>– Business Email &amp; Formality-Informality Powerpoint Presentation</li> </ul>
2	Inquiry & Reply E mail Offer , Claim & Receipt Emails <b>TASK 1: Writing a Business Email</b>	<ul style="list-style-type: none"> <li>– Inquiry &amp; Reply , Offer , Claim &amp; Receipt Emails Powerpoint Presentations</li> </ul>
3	SOP - Application Letter – Motivation Letter CV Writing <b>TASK 2: Writing a Motivation Letter</b>	<ul style="list-style-type: none"> <li>– A Brief Guide to Academic Writing (pg.10)</li> <li>– SOP Powerpoint Presentation</li> <li>– Preparing CV / Resume Powerpoint presentation</li> </ul>
4	Essay Writing <ul style="list-style-type: none"> <li>- Purpose of an Essay</li> <li>- Form of an Essay</li> <li>- Stages of Essay Writing</li> <li>- Pre-writing &amp; Topic choice &amp; Drafting</li> </ul>	<ul style="list-style-type: none"> <li>– A Brief Guide to Academic Writing (pg.12)</li> </ul>
5	Essay Writing <ul style="list-style-type: none"> <li>- Structure of a Paragraph</li> <li>- Writing a Paragraph Together</li> </ul>	<ul style="list-style-type: none"> <li>– A Brief Guide to Academic Writing (p.15-17)</li> <li>– Rules for Writers (pg.50-68)</li> </ul>
6	Essay Writing <ul style="list-style-type: none"> <li>- Structure of a Paragraph</li> </ul> <b>TASK 3: Writing a Paragraph</b>	<ul style="list-style-type: none"> <li>– A Brief Guide to Academic Writing (p.15-17)</li> <li>– Rules for Writers (pg.50-68)</li> </ul>
7	Essay Writing <ul style="list-style-type: none"> <li>- Structure of an Essay (Thesis Statement, Introductory Paragraph, Body Paragraphs, Conclusion)</li> </ul>	<ul style="list-style-type: none"> <li>– A Brief Guide to Academic Writing (pg.17- 21)</li> </ul>

8	<p>Essay Writing</p> <ul style="list-style-type: none"> <li>- Unity, Coherence and Cohesion</li> </ul>	<ul style="list-style-type: none"> <li>- A Brief Guide to Academic Writing (pg.21- 23)</li> </ul>
9	<p>Essay Writing</p> <ul style="list-style-type: none"> <li>- Types of Essays ( Descriptive Essay, Narrative Essay, Argumentative Essay )</li> </ul>	<ul style="list-style-type: none"> <li>- A Brief Guide to Academic Writing (pg. 24-33)</li> </ul>
10	<p>Essay Writing</p> <ul style="list-style-type: none"> <li>- Types of Essays ( Discursive Essay, Comparison and Contrast Essay)</li> <li>- <b>TASK 4: Writing an Essay</b></li> </ul>	<ul style="list-style-type: none"> <li>- A Brief Guide to Academic Writing (pg.33- 39)</li> </ul>
11	<p>Term Papers and Theses</p> <ul style="list-style-type: none"> <li>- Structure and form of Term Papers</li> <li>- Using Published Sources</li> <li>- Introduction to APA and MLA styles</li> </ul>	<ul style="list-style-type: none"> <li>- A Brief Guide to Academic Writing (pg. 41-51)</li> </ul>
12	<p>Term Papers and Theses</p> <ul style="list-style-type: none"> <li>- Reading Actively</li> <li>- Summarize to Demonstrate Your Understanding</li> <li>- Note Taking</li> </ul>	<ul style="list-style-type: none"> <li>- Rules for Writers (pg.70-77)</li> <li>- A Brief Guide to Academic Writing (pg. 52)</li> </ul>
13	<p>Term Papers and Theses</p> <ul style="list-style-type: none"> <li>- Constructing Reasonable Arguments</li> </ul>	<ul style="list-style-type: none"> <li>- Rules for Writers (pg. 84- 91)</li> </ul>
14	<p>Grammar of a Theses</p> <ul style="list-style-type: none"> <li>- Use of Passive Voice</li> <li>- Balance Parallel Ideas</li> </ul>	<ul style="list-style-type: none"> <li>- Rules for Writers (pg. 112- 119)</li> </ul>
<b>15</b>	<b>TASK 5: Writing the Final Essay</b>	
<b>16</b>	<b>Exam Week</b>	

**Textbook(s)/References/Materials:**

**Textbooks:**

- Rules for Writers – Diana Hacker & Nancy Sommers
- A Brief Guide to Academic Writing – Csölle Anita & Kormos Judith
- Powerpoint Presentations

Assessment		
Studies	Number	Contribution margin (%)
Task 1 (writing assignment)	Midterm	10
Task 2 (writing assignment)	Midterm	10
Task 3 (writing assignment)	Midterm	10
Task 4 (writing assignment)	Midterm	30
Task 5 (writing assignment)	Final	40
	<b>Total</b>	<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>60</b>
<b>Success Grade Contribution of End of Term</b>		<b>40</b>
<b>Total</b>		<b>100</b>

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
<b>Course hours (Including the exam week): 16 x total course hours)</b>	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
<b>Study Time Out of Class</b>	12	1	12
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Tasks	5	1	5
<b>Total Workload</b>	<b>65/25= 2,6</b>		<b>65</b>

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
<b>L01</b>	Be able to recognize different types of Emails used in the business world,					X
<b>L02</b>	Be able to write Emails, using formal English					X
<b>L03</b>	Recognize and understand academic English					X
<b>L04</b>	Differentiate and utilize formal and informal English					X
<b>L05</b>	Write well developed Essays					X
<b>L06</b>	Be able to write a well-thought-of Term Paper or Theses					X
<b>L07</b>	Be able to recognize and use MLA and APA writing formats					X

<b>Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)</b>									
<b>Nu</b>	<b>Program Competencies</b>	<b>Learning Outcomes</b>							<b>Total Effect (1-5)</b>
		<b>L01</b>	<b>L02</b>	<b>L03</b>	<b>L04</b>	<b>L05</b>	<b>L06</b>	<b>L07</b>	
<b>1</b>	Understanding the formal and informal processes associated with a business structure.				x				1
<b>2</b>	Evaluate a business on the basis of all functional units.								
<b>3</b>	To use analytical thinking effectively in the decisions taken for the problem solving process.								
<b>4</b>	Having a vision of self-improvement and learning.								
<b>5</b>	To carry out all activities within this framework, equipped with ethics								
<b>6</b>	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
<b>7</b>	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	x	x						3
<b>8</b>	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.								
<b>9</b>	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.			x					1
<b>10</b>	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.								
<b>11</b>	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.								
<b>12</b>	To follow and correctly interpret the current trends developing within the framework of marketing.			x	x				1
<b>Total Effect</b>									<b>6</b>

### **Policies and Procedures**

**Web page:** <https://www.ostimteknik.edu.tr/marketing-1242/923>

**Exams:**



**Assignments:**

**Missed exams:**

**Projects:**

**Attendance:**

**Objections:**