BTW - BUSINESS AND TECHNICAL WRITING

Courses

**BTW 199**  Undergraduate Open Seminar  credit: 1 to 5 Hours.  
May be repeated.

**BTW 220**  Desktop Publishing and Design  credit: 2 Hours.  
Design and preparation of documents using desktop publishing technology. Students will learn and apply principles governing page design, style sheets, document layout, effective graphics, managing the design process, and usability testing. Students will create a portfolio of design projects.

**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: Sophomore standing and completion of campus Composition I requirement.  
This course satisfies the General Education Criteria for: Advanced Composition

**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: Sophomore standing and completion of campus Composition I requirement.  
This course satisfies the General Education Criteria for: Advanced Composition

**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: Sophomore standing and completion of campus Composition I requirement.  
This course satisfies the General Education Criteria for: Advanced Composition

**BTW 271**  Persuasive Writing  credit: 3 Hours.  
Students will study principles of persuasion as applied to writing and designing 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.

**BTW 272**  Report Writing  credit: 3 Hours.  
Personal direction in a report writing project which can be integrated with research in another course; study of report-writing principles and practices. Classes meet for the first month after which the student and the instructor arrange a conference schedule. Small group meetings are arranged for presentation of proposals, progress reports, and summary reports. Prerequisite: Sophomore standing and completion of campus Composition I requirement.

**BTW 280**  Global Business Communication  credit: 3 Hours.  
How do professionals working internationally negotiate, express disagreement, and maintain relationships? How do management strategies, marketing plans, and human resource decisions differ from one country to another? This class answers these questions and many more about culture, business, and writing. With a strong focus on written communication, this course focuses on current trends in international business management and an array of writing skills and activities to prepare students to succeed in international careers. Prerequisite: Completion of the campus Composition I requirement. Restricted to students with Sophomore, Junior, or Senior class standing.  
This course satisfies the General Education Criteria for: Advanced Composition

**BTW 285**  Writing a Web Presence  credit: 3 Hours.  
Students will build a professional online web presence and familiarize themselves with social media management. Explores how principles of effective composition and writing as a process interact with different, increasingly popular digital media. In addition to hands-on activities and practice with digital design and web development techniques, students will create social media campaigns, write reports that visualize data, and analyze the diverse audiences that make up the internet. Prerequisite: Composition I.  
This course satisfies the General Education Criteria for: Advanced Composition

Information listed in this catalog is current as of 11/2022
BTW 290  Individual Study  credit: 0 to 3 Hours. (https://courses.illinois.edu/schedule/terms/BTW/290/)
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.

BTW 402  Descriptive English Grammar  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/BTW/402/)
Same as ENGL 402. See ENGL 402.

BTW 490  Special Topics Prof Writing  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/BTW/490/)
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.

Information listed in this catalog is current as of 11/2022