

# **INU6074 - Writing for Management & Marketing – Semester 1 Syllabus**

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## **Lesson 1: Expectations of the Academy, Academic Writing and Course Approach**

- Understanding general expectations of academia
- Understanding the requirements of postgraduate writing
- Understanding the course approach

## **Lesson 2: Genre Awareness**

- Introducing genre and genre analysis
- Understanding general and academic genres
- Practising genre analysis of an academic text type

## **Lesson 3: Understanding Rubrics and Assignment Instructions**

- Analysing assignment rubric and instructions
- Analysing different assignment instruction words
- Visualising the topic
- Thinking before writing

## **Lesson 4: Essay Types and Reader Expectations**

- Understanding common academic essay types
- Understanding reader expectations of essay types
- Choosing the most appropriate essay types for your own assignments

## **Lesson 5: Report Writing**

- Understanding Key Differences between Reports and Essays
- Analysis of Typical Report Sections

## **Lesson 6: Finding and Organising Literature**

- Using advanced search strategies
- Applying strategies to your own searches
- Tips for organising literature

## **Lesson 7: Developing Coherent Argument Paragraphs**

- Topic sentences for argument paragraphs
- Synthesising evidence
- Voice: distinguishing between student writer and external sources within paragraphs

## **Lesson 8: Organising and linking your ideas in paragraphs**

- Flow
- Unity
- Linking

## **Lesson 9: Proofreading, Editing & Rewriting**

- Proofreading strategies
- Editing checklist
- Rewriting strategies

## **Lesson 10: Workshop**

- Applying course content to student essays