

Professional Email

Due: 02/05

In this low-stakes writing assignment, you will write a mock-professional email regarding one of three scenarios. **PLEASE DO NOT ACTUALLY SEND ME AN EMAIL FOR THIS ASSIGNMENT.** Write your email in a Word Document or PDF and upload to Blackboard using the following format:

SUBJECT: Write Subject Here

MESSAGE: Write Message Here

The Scenarios:

Scenario #1: You are a university student in a 300-level writing class (this is a particularly realistic scenario!) You know an assignment is due in a week that you will not be able to complete on time because of a test you have for another class. You also know that this professor has a policy where late work is penalized except when students inform the professor ahead of time that the work will be late. Email your professor to explain the situation and to ask for a one week extension.

Scenario #2: You are a university student and as part of a class project, everyone is being asked to invite a speaker to an online class (also realistic!) Given the topic of email correspondence, you are being asked by the others in your group to invite EMU's Executive Director of Media Relations, Geoff Larcom, to an online Google Hangouts live "chat" to talk about some of the challenges of communicating with such a diverse audience. You are asking Larcom if he can attend the class on either January 31 or February 5.

Scenario #3: Imagine you work in the marketing and media department of a mid-sized southeast Michigan company that also publishes a popular newsletter about its industry (you can decide what the industry is). Currently, the newsletter is a print document published and distributed bi-monthly for free to hundreds of different readers around the world. You are one of the editors of the company's newsletter. With a change in policy and publishing, you need to send a mass email to your subscribers to inform them that your company's newsletter will now be delivered electronically, by e-mail, and will be updated monthly instead of bimonthly. Customers who wish to receive the print version of the newsletter will be charged an annual handling fee of \$30. Customers need to inform the company if they wish to cancel their subscriptions to the newsletter. Be sure to present these changes positively—with your customers' point of view in mind.

Think about genre and audience when composing this email. If you are unsure where to begin, revisit the reading titled "Professional Emails" from the syllabus to help you.