



COLLEGE OF BUSINESS
Fire and Emergency Services Administration Program
FESA 3301 Applied Writing
Fall 2026

A. MAJOR COURSE DESCRIPTION/REQUIREMENT

The focus of this course is discovering students' place in a disciplinary discussion where students will demonstrate knowledge of discipline specific academic resources, develop major issues within the discipline, and become active members of the community within the discipline. This course will focus on specific writing topics such as preparing an executive summary, preparing a budget proposal and bid process, preparation of grant proposals and other management level writing topics.

B. LEARNING OUTCOMES

After successful completion of this course, students will be able to:

1. Communicate effectively in various genres for different audiences, purposes and situations.
2. Integrate knowledge and ideas in a coherent and meaningful manner.
3. Manage sophisticated writing and research projects, planning, documenting, completing, and assessing work on time and within the constraints of the project.

C. LECTURE OR DISCUSSION TOPICS

Essentially, this course is designed to prepare you to write in your professional career by exposing you to the different genres and mediums of communication utilized by technical professionals in an increasingly tech-savvy world. Furthermore, we will also examine how technological innovations are marketed to their respective publics, so that you might become a more effective advocate of your own technical work. To that end, this course will require you to produce documents that address a wide range of target audiences and understand the process of rhetorical decision making that allows a writer to perform successfully in a given writing situation.

D. REQUIRED OR RECOMMENDED READINGS

American Psychological Association. (2020). *Publication manual of the American Psychological Association*. (7th ed). <https://doi.org/10.1037/0000165-000>

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