

TCOM 3020 - PROPOSAL WRITING

Fall 2009 Syllabus

Instructor: Professor Keera Godfrey, MSTPC, MBA

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Contact Hours: M-F 9:00am – 5:00pm via telephone or email

Class Meeting: Monday (6:00pm – 8:45pm), Building J-212

Textbook:

The Foundation Center's Guide to Proposal Writing by Jane C. Geever, 5th Ed, 2007.

Course Objective:

In this course, students will learn the tools needed to effectively write proposal and grant documents.

At the end of the course students will be able to:

- Write a grant proposal
- Write a proposal in response to a business or government RFP
- Write and orally present a formal proposal
- Work effectively in a team setting

Classes are devoted to short lectures, discussions, exercises, student oral presentations, and team projects. Guest lectures by proposal professionals will be included to supplement regular instruction. Major class projects include written formal proposals and an oral presentation.

Attendance:

Attendance is mandatory. Students are expected to attend each in-class session, participate in discussions, and complete all assignments. Inability to participate should be discussed with the instructor.

Assignments and Grading:

Company Overview	100	No more than 100 words to describe a company's product or service offerings
Cover/Transmittal letter	100	One-page formal letter
Statement of Need	100	No more than one-page describing the need for funding
Formal Business Proposal	100	Formal response to business RFP
Oral Presentation	100	20 minute presentation of Formal Business Proposal
Value Proposition	100	No more than 50 words value proposition statement
Grant Proposal	100	Write a grant proposal
Class Discussions (15 classes)	150	Participation in class discussions
Class Attendance (15 classes)	150	Attending class on time. 5pts if late.
TOTAL	1000	

Grading Scale:

900 - 1000	A
800 - 899	B
700 - 799	C
600 - 699	D
Below 600	F

*This syllabus is subject to change at Professor's discretion.

Schedule:

Date	Activities
08/24/2009	Discussion: Understanding Proposals and Grants Lecture: Chapter 11 Assignment: Find a job posting for a Proposal Writer or similar position
08/31/2009	Discussion: Proposal writing jobs Lecture: Chapters 1 and 2 Assignment: Research the Office of Sponsored Programs at SPSU
09/07/2009	H O L I D A Y
09/14/2009	Discussion: Office of Sponsored Programs at SPSU Lecture: Chapters 3 and How to Write a Cover Letter Assignment: (1) Research The Foundation Center (2) Work on Cover letter
09/21/2009	Discussion: The Foundation Center Lecture: The Art of Persuasive Communication and Chapter 4-How to Write a Statement of Need Assignment: Research APMP.org
09/28/2009	Discussion: APMP.org Lecture: Chapters 5 and 6 Assignment: Find a sample RFP (business or grant) Due: Cover Letter
10/05/2009	Discussion: What are RFPs, what do they have in common? Lecture: Chapter 5 and 6 cont'd Assignment: Work on Grant Proposal Due: Statement of Need
10/12/2009	Discussion: Grant Proposal assignment (Any challenges?) Lecture: Chapter 8. Writing Company Overviews Assignment: Contact a company's Procurement Office or Purchasing Department
10/19/2009	Discussion: What are top 3 things companies look for when evaluating proposals? Lecture: Chapter 10. Writing Value Propositions Assignment: Work on Company Overview Due: Grant Proposal
10/26/2009	Discussion: How does a Proposal fit into the business process Lecture: Understanding the structure of Business RFPs and Proposals Assignment: Work on Value Proposition Due: Company Overview
11/02/2009	Discussion: Government vs. Business RFPs Lecture: Responding to Government RFPs Assignment: Work on business proposals Due: Value Proposition
11/09/2009	Discussion: Business Proposal assignment (Any challenges?) Lecture: Teamwork Assignment: Create a visual to better explain text
11/16/2009	Discussion: Review visuals Lecture: The Importance of Graphics and Other Visuals in Proposals Assignment: Work on Formal Business Proposal
11/23/2009	Discussion: Putting it together Lecture: Project Management Assignment: Research non-verbal communication Due: Formal Business Proposal
11/30/2009	Discussion: Non-verbal communication Lecture: Oral Presentations Assignment: Work on presentation of proposal
12/07/2009	Due: Oral Presentations
12/14/2009	Presentations (if needed)

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