



**Course Title: Communicating the Craft**

**Instructor name: Sam Schwartz**

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**Instructor bio:** Sam Schwartz is a craft beer enthusiast who happens to have a doctorate in English. He teaches Business Writing, Composition, and Literature courses as a full-time instructor for the School of Writing, Literature and Film at Oregon State. He has lived and taught in Richmond (VA), Tucson, and Knoxville (TN).

**Course Description**

The pleasures of “crafting”, say, a perfect saison, take many forms. From the first stages of generating the beer’s concept, deciding which qualities will set it apart, to crafting the beverage, patiently waiting for it to ferment, and then sharing that experience with customers as a final product—the aesthetic and sensual pleasures of producing and crafting are numerous and unique.

These aspects of craft have another potential as well. When properly captured in words, in the right place, at the right time, and in the appropriate format, they can, through the crafting of words, coalesce into a narrative that persuades enthusiasts and casual drinkers alike to buy a product.

This 5-week online course teaches those who produce craft beer, cider, wine, and spirits, how to communicate with their customers, how those customers communicate with each other about their product, and how to tap in to those networks that influence consumers, enthusiasts, and tastemakers. The course instructs students how to write in various genres relevant to producing and marketing, and then how to adapt those genres to relevant and popular platforms in social media, blogging, smartphone applications, and websites.

It’s a courses well-suited to craft producers who market their own products , but the course could also benefit those who write, or desire to write, about beverages professionally, including freelancers and bloggers.

**Prerequisites**

No prerequisites.

**Course Sequencing**

This course would certainly complement other craft-related courses at OSU WorkSpace, but is not part of a sequence.

**Communication**

Please post all course-related questions in the Help discussion thread so that the whole class may benefit from our conversation. Please email your instructor for matters of a personal nature. I will reply to course-related questions and email within 24-48 hours. I will strive to return your assignments and grades for course activities to you within a few days of the due date.

**Continuing Education Units**

Over a period of five weeks, this course combines approximately 10-15 hours of instruction, online activities, and assignments.

**Canvas**



This course will be delivered via Canvas where you will access the syllabus, learning materials, tutorials, discuss issues and/or display your projects. If you are having problems accessing Canvas [check your computer compatibility](#).

### **Technology Support**

If you experience difficulties, errors, or problems in Canvas, please click the Help button located at the bottom of the left sidebar within your Canvas course for 24/7 Tier 1 technical support 24/7.

If you have difficulties accessing your course in Canvas, please contact WorkSpace at (541)737-4197 or email [workspace@oregonstate.edu](mailto:workspace@oregonstate.edu). We are available Monday through Friday from 8 a.m. until 5 p.m. Pacific time.

### **Course Mode**

This course is conducted over 5 weeks, with one module covering one week. Each module contains (1) the main lesson; (2) a discussion board; (3) a learning activity; and (4), an assessment. Each module contains a weekly video introduction. The course will be highly interactive, and students will received consistent feedback on their writing.

### **Learning Resources**

All materials will be provided via Canvas.

### **Measurable Learning Outcomes**

At the end of this course, learners will be able to:

- identify and use the newest and most relevant social media platforms relevant to craft beverages
- use the concepts of “genre” and “rhetorical situation” to match different modes and styles of writing to every context of producing, selling, and consuming craft beverages
- appeal to emotions and establish credibility to set your product apart
- understand how consumers communicate about your product and how to promote your products within those networks
- connect the experience of production with the experience of tasting
- tap into the distinctiveness of “crafting” cultures
- produce copy specific to certain genres: websites, newsletters, social media, product descriptions, and blogs

### **Evaluation and Grading**

All WorkSpace courses are evaluated with the grade option of A-F.

#### **Evaluation Scale**

Your grade will be based on the following scale:

A = 93-100%	A- = 90-92%	B+ = 87-89%	B = 83-86%	B- = 80-82%	C+ = 77-79%
C = 73-76%	C- = 70-72%	D+ = 67-69%	D = 63-66%	D- = 60-62%	F = below 60%

#### **Evaluation of Learner Performance**

- Discussion Boards 25%
- Learning Activities 25%
- Assesments 50%



Total

100%

### Course Outline

Week	Topic	Learning Activities	Assessments
1	Two Ancient Crafts: Fermentation and Rhetoric	Assess your own rhetorical situation	Connect rhetorical situation with effective appeals
2	Stand by Your Brand: Telling a Consistent and Authentic Story	Identify elements of product description: ingredients, process, flavor/aroma, place, culture, people	Write product descriptions using conventional and unconventional strategies
3	Casting a Wide (Inter)Net: Maximizing Social Media	Learn how consumers use and what they expect from social media in craft industries	Write social media content
4	"About Us": Representing Yourself with Website Copy	Find and share examples of effective websites in the craft industry	Write copy for websites, such as "About Us" narratives consistent with established brand
5	Newsworthy: The Hidden Benefits of Blogs and Newsletters	Assess rhetorical situation of your blog or newsletter	Write a newsletter article or blogpost

### Disabilities, Accessibility, and Accommodations

WorkSpace seeks to accommodate the diverse experiences and learning styles of the students.

Accessibility accommodations are collaborative efforts between learners and WorkSpace. If you require accommodations, please email [workspace@oregonstate.edu](mailto:workspace@oregonstate.edu).

### Expectations for Student Conduct

Student conduct is governed by the university's policies, as explained in the [Student Conduct Code](#). In an academic community, students, faculty, and staff each have responsibility for maintaining an appropriate learning environment, whether online or in the classroom. Learners, instructors, and staff have the responsibility to treat each other with understanding, dignity and respect. Disruption of teaching, administration, research, and other institutional activities is prohibited subject to sanctions under university policies.

### Academic Integrity

Students are expected to comply with all regulations pertaining to academic honesty, defined as: An intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work.

### Conduct in this Online Classroom

Students are expected to conduct themselves in the course (e.g., on discussion boards, email postings) in a civil manner. Students will be expected to treat all others with the same respect, as they would want



afforded themselves. Disrespectful behavior to others (such as harassing behavior, personal insults, inappropriate language) or disruptive behaviors in the course (such as persistent and unreasonable demands for time and attention both in and out of the classroom) is unacceptable.

### **Netiquette**

In an online classroom, your primary means of communication is written. The written language has many advantages: more opportunity for reasoned thought, more ability to go in-depth, and more time to think through an issue before posting a comment. However, written communication also has its disadvantages. This includes a lack of the face-to-face signaling that occurs through body language, intonation, pausing, facial expressions and gestures. As a result, please recognize the possibility of miscommunication and compose your comments in a clear, positive, supportive, and constructive manner. Please be sure to be professional by demonstrating tolerance for diverse points of view and give each other the benefit of the doubt about any unclear intended meanings.

### **Evaluation**

Course evaluation results are extremely important and are used to help improve this course and the learning experience of future students.

If you have feedback for improving the course, either during this session or for subsequent sessions, we would like to know. To provide direct feedback, please email [workspace@oregonstate.edu](mailto:workspace@oregonstate.edu).

### **Contact Us**

This course is offered through OSU WorkSpace. Contact us for more information using any of these methods:

Web: [workspace.oregonstate.edu](http://workspace.oregonstate.edu)

Email: [workspace@oregonstate.edu](mailto:workspace@oregonstate.edu)

Tel: 541.737.4197