Science Writing for Microbiologists - Sample Syllabus

Week 1
Theme: How to Write for the Web
1. Content strategy, defined
2. Choosing your story/lede
3. Brainstorming (think-pair-share)
4. Structuring your content (developing an outline)
   a. How people access content and read on the web
   b. Tips/techniques

Week 2
Theme: Anatomy of a Good Web Article
1. Common pitfalls and how to avoid them
2. Strategies for fleshing out an article

Week 3
Theme: From Outline to Draft
1. How to edit
   a. How to give constructive feedback
   b. How editing makes you a better writer
2. Set up process for getting published on asm.org
   a. 2-step editorial process from draft to final publication
   b. Other outlets/opportunities

Week 4
Theme: Structuring content for the web
1. Multi-media aspect
   a. Images
   b. SEO
   c. Headings
2. Calls to action

Week 5
Theme: Finishing and publishing
1. Group share of (semi-)complete drafts.
   a. Provide feedback
   b. Minimal edits?