

TO: Dr. Sonja L Andrus

FROM: Robin Aoki

DATE: February 12, 2020

SUBJECT: Personalized Learning Plan (PLP)

Scott Steenland a pharmaceutical representative with Merck Animal Health was able to give me an idea of what my steps for success in writing would be to become an effective writer as a pharmaceutical representative.

According to Scott my most used types of writing will be done in a fast-paced environment in many different formats. According to the needs of the consumers and my superiors I will need to write in a facts-based format and tailor the information to my audience. Please see below my goal planning for my personalized learning plan for Applied Workplace Writing.

Week #6 (2/17/20-2/23/20)- Internal – account agreements. Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #7 (2/24/20-3/1/20)- Activity reports to superiors. Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #8 (3/2/20- 3/8/20)- Annual business plans / expense requests / etc. Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #9 (3/9/20-3/15/20) External – e-mail to customers, superiors, technical team. Approximately 3 hours of work possibly two to three examples presented. (2-3 pages)

Week #10 (3/16/20-3/22/20) Excel- Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #11 (3/23/20-3/29/20) Announcements Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #12 (3/30/20-4/5/20) Invitations. Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #13 (4/6/20-4/12/20) Meeting proposals. Approximately 3 hours of work possibly two examples presented. (2 pages)

Week #14-15 (4/13/20-4/15/20) Editing, formatting my PLP

This quantity and timeline of work should result in a total of 17-18 pages, excluding title and sources page.

As Scott said in my interview “Know your audience and who you are writing to”. This helped me to realize that there may need to be multiple examples of my writing styles or genres suited to my audience which may be consumers, superiors, or support staff. In a career as the “middleman” I will need to write the same document formatted to different audience’s or the purpose of the writing over the same subject because a different audience may have a different purpose. For example, approval for a meeting with a facility with my supervisor, but a request for the meeting with the facility once approved by the supervisor. My plan includes completing my work in a timely manner, researching the correct format for the different types of writing and my audience