COMM 3320.W01
Business & Professional Communication
Fall 2016 – Online

Professor Kellie Smith
kellie.smith@tamucc.edu

Office & Phone: Bay Hall 223-C, 825-5750
EMAIL IS PREFERRED CONTACT METHOD

This is a 100% online course.
Students must manage time, keep up with all deadlines, and work independently to succeed in this course.

Email professionalism is strictly enforced in this class.
Use formal greetings, correct grammar and proper etiquette in all communication with professor and classmates.

Office Hours:
Professor Smith will host Coffee Hours on Mondays and Thursdays from 9-11 a.m. throughout the semester. Stop by for coffee, ask a question, or visit with your classmates to discuss the content. Professor Smith is also available via telephone or Skype by appointment.

Course Description: The purpose of this course is to introduce you to the basic skills, principles, and contexts of communication in business and professional settings. The content of the course synthesizes public speaking with aspects of communication ethics, organizational, small group, and interpersonal communication. You will learn practical skills via presentations, research, resumes, interviews, meetings, and professional writing grounded in communication theory.

Learning Objectives: At the end of this course, students will be able to
- Identify key terms and major communication theories relevant to the study of business and professional communication;
- Create resumes (one print, one visume) to enhance individual career and/or educational marketability;
- Employ effective interviewing skills and techniques used in both F2F and electronic mediums;
- Produce an effective corporate profile.

Required Text: Quintanilla, K. & Wahl, S. (2013). Business and professional communication: KEYS for workplace excellence. 2nd edition. Thousand Oaks, CA: Sage Publications, Inc. This text will provide the beginning of our in-class discussions and will be supplemented with other materials the instructor will present. Students are required to read the text assignments prior to class (see schedule).

Course Assignments

Discussion Forum Posts (100 points): In order to discuss the assigned readings, students must craft reflective responses to the weekly course content and synthesize previous work experience (if applicable) with the readings. Each student must post a new thread with 5-7 full paragraphs of original thought, and also reply to 3 other students (each reply must be 1-2 paragraphs). Comments on previous week’s posts are due by the following Sunday. For example, the discussion post for Chapter 1-4 is due Sunday February 7. Students must continue to discuss online throughout the week and additional 3 replies are due by the following Sunday. (Students must keep up with weekly discussions!)

Elevator Speech (100 points): An elevator speech (or pitch) is a 60-90 second summary of your qualifications and strengths that can be recited easily during impromptu networking situations. In other words, if you step in to the elevator and see the CEO of the company you would love to work for, what would you say to him or her about yourself? The elevator speech must be recorded via webcam and posted to YouTube. The link must be posted
to the discussion forum, and students must view and comment on the elevator speeches of 3 other students as well. Do not try to attach the video file to Blackboard.

**Job Posting, Resume & Cover Letter (100 points):** Early in the semester, you will choose an available job posting and will tailor your resume, cover letter, and interviewing strategy to align appropriately with the posting objectives. Your resume and cover letter must clearly state your qualifications, background, and current career objectives. Your final resume and cover letter will be due on the discussion forum on the same day of your mock interview. Each student is required to comment constructively on the resumes and cover letters of three other students. The resumes and cover letters will absolutely not be accepted late, as late submission is unprofessional behavior and not permitted in this class.

**Visume (100 points):** Employers are increasingly conducting interviews via telephone and Skype. An electronic account of your qualifications and objectives is also becoming increasingly desired so that employers may screen candidates’ communication skills, appearances, and mannerisms. Your visume will be approximately 2 minutes, organized, structured, and thoroughly practiced and prepared!

Visumes must be recorded on a Webcam and posted to YouTube or vimeo. Post the YouTube link of your visume to the discussion forum. Do not try to post the video file to Blackboard. Visumes are due on the Visume Discussion board. You must view and post comments on at least three other students. Execute this assignment with professionalism, so that you can use the final product to market yourself!

**Interview (300 points):** Mock interviews will be conducted via telephone on Wednesdays as indicated in the semester schedule. Check the Blackboard Group Function to find your group number and date. Specific interview times will be arranged. You are expected to **be on time and conduct yourself formally and professionally.**

**Note to students:** The above ***assignments are simulations of the actual interview process. Be on time, professional, and demonstrate high-caliber work. Prepare your responses and communicate professionally for the interview and practice your answers thoroughly. Take these assignments very seriously, as they comprise 40% of your semester grade!**

**Exams (300 points):** Students will be graded on 2 examinations during the semester. The exams will be objective (true/false and multiple choice) and subjective (short essay and list).

**GRADE SUMMARY:**

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINT VALUE</th>
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<tbody>
<tr>
<td>Discussion Forums</td>
<td>100</td>
</tr>
<tr>
<td>Elevator Speech</td>
<td>100</td>
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<tr>
<td>Job Posting, Resume &amp; Cover Letter</td>
<td>100</td>
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<tr>
<td>Interview</td>
<td>300</td>
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<tr>
<td>Visume</td>
<td>100</td>
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<tr>
<td>Exam 1</td>
<td>150</td>
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<tr>
<td>Final Exam</td>
<td>150</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1000</strong></td>
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Grade Calculation:  
A  90% of the total points  
B  80% of the total points  
C  70% of the total points  
D  60% of the total points  
F  Lower than 60% of points

Dropping a Course:  I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Academic Honesty: Students unaware of the university’s statement on academic honesty should review it in the Undergraduate Catalog or Student Handbook. Examples of academic dishonesty and plagiarism are using someone else’s ideas and not giving them credit; presenting a paper or speech that is not originally yours; handing in assignments that are not originally yours; presenting “facts” or lifting ideas from sources without crediting the source; presenting falsified opinions and figures; cheating on an exam; or not participating in group activities, but taking credit for the product. If you are uncertain as to what actions constitute plagiarism or dishonesty, please ask your professor. Students who violate the code of honesty in this class will receive a “0” on that assignment. Any student receiving more than one “0” for academic dishonesty or plagiarism will fail the course. Note: All violations of the academic honesty are reported to the dean and Office of Students Affairs who maintain documentation of such offenses for at least 5 years.

Classroom Etiquette and Academic Integrity: As professors and students, we all want to treat each other with respect. Examples of being disrespectful are talking on a cell phone or text messaging during class; playing games on a computer or answering email; reading assignments for other courses; interrupting students or the professor; talking when someone else is talking (student or professor); walking into the room and disrupting a student when they are speaking; being overly argumentative in class with another student or professor; and using inappropriate language in class. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. If you arrive late for class and we are hearing student presentations, please remain outside and enter when the student/s have finished.

Blackboard Access: Some class items will be posted on Blackboard and students should know how to use it. If you have difficulty, call the university’s Help Desk at 825-2825 or long distance 866-353-2491.

Equity Statement: All persons, regardless of gender, age, class, race, ethnicity, religion, physical disability, sexual orientation, veteran status, nationality, etc., shall have equal opportunity without harassment in this class. Any problems with or questions about harassment can be discussed confidentially with your professor or department chair.

Academic Advising: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising
Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

**GRADE APPEALS:** Students who feel they have not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (http://cla.tamucc.edu/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

**DISABILITIES ACCOMMODATIONS:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

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**Semester Schedule Will Run on a Monday - Sunday Week.**
All Assignments, Discussion Forums, Etc will be due Sunday evenings at 11:59 p.m. as indicated

**Telephone Mock Interviews will take place on Wednesdays**

Check Blackboard Group Function for your assigned interview day (specific times TBD)

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<thead>
<tr>
<th>Date</th>
<th>Weekly Activities</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td><strong>Week Beginning</strong></td>
<td><strong>Course Introduction, Syllabus, Purchase Textbook, Student Introductions</strong></td>
<td><strong>Post Introduction on Icebreaker Discussion Forum</strong></td>
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<tr>
<td>8/29</td>
<td><strong>Discussion Forum on Chapters 1-4 Professional Excellence in the Workplace</strong></td>
<td><strong>Due Sunday 9/11 at 11:59 p.m.</strong></td>
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<tr>
<td><strong>Week beginning</strong></td>
<td><strong>Read Chapters 8 &amp; 9 INTERVIEW SKILLS</strong></td>
<td><strong>Discussion Forum Chapters 8,9 Elevator Speech Link post</strong></td>
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<tr>
<td>9/12</td>
<td><strong>Draft Elevator Speeches and post video link from YouTube to discussion forum</strong></td>
<td><strong>Due Sunday 9/25 at 11:59 p.m.</strong></td>
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<td><strong>Week beginning</strong></td>
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<td>9/19</td>
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| Week beginning 9/26 | TAKE EXAM #1  
Ch 1-4, 8-9  
Comment on 3 elevator speeches  
Prepare for Mock Interview | Exam 1 Will Open Thursday  
9/29 at 5:00 p.m. and will be due  
Sunday 10/2 at 11:59 p.m.  
Comment on 3 elevator speeches by 10/2 |
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<tbody>
<tr>
<td>Week beginning 10/3</td>
<td>Prepare Mock Interview Answers</td>
<td>Written answers to mock interview questions are due 10/9 at 11:59 p.m.</td>
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***For the following weeks (10/10 – 10/31) your only assignment will be to participate in the individual mock telephone interviews as per your assigned group. The “group” references the week during which you will perform the mock interview. Professor Smith will schedule the time with you for that week, and will call you on an individual basis to conduct the interview. Students who (a) do not reply to requests for availability or (b) do not answer the interview call at time scheduled will receive a ZERO for this assignment. No exceptions.***

| Week beginning 10/10 | INTERVIEW DAY 1:  
Wednesday October 12  
Final Cover Letter and Resume Due on discussion board Wed (Group 1) | Resumes and cover letters must be submitted to Discussion Forum by Wednesday October 12 at 5:00 p.m. |
|----------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Week beginning 10/17 | INTERVIEW DAY 2  
Wednesday October 19  
Final Cover Letter and Resume Due Wed (Group 2) | Resumes and cover letters must be submitted to Discussion Forum by Wednesday 10/19 at 5:00 p.m. |
| Week beginning 10/24 | INTERVIEW DAY 3  
Wednesday October 26  
Final Cover Letter and Resume Due Wed (Group 3) | Resumes and cover letters must be submitted to Discussion Forum by Wednesday 10/26 at 5:00 p.m |
| Week beginning 10/31 | INTERVIEW DAY 4  
Wednesday 11/2  
Final Cover Letter and Resume Due Wed (Group 4) | Resumes and cover letters must be submitted to Discussion Forum by Wednesday 11/2 at 5:00 p.m |

**ALL STUDENT VISUMES DUE  
SUNDAY November 6 at 11:59 p.m.**  
(post YouTube Link, not the video file)
<table>
<thead>
<tr>
<th>Week beginning 11/7</th>
<th>Read Chapters 5 &amp; 6 and Comment on at least 3 visumes</th>
<th>Discussion Forum Chapters 5&amp;6 and Visume Comments Due Sunday 11/13 at 11:59 p.m.</th>
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</thead>
<tbody>
<tr>
<td>Week beginning 11/14</td>
<td>Read Chapter 7 &amp; 10</td>
<td>Discussion Forum Chapter 7&amp;10 Due Sunday 11/20 at 11:59 p.m.</td>
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<tr>
<td>Week beginning 11/21</td>
<td>HAPPY THANKSGIVING</td>
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<tr>
<td>Week beginning 11/28</td>
<td>Read Chapters 13 &amp; 14</td>
<td>Discussion Forum Chapters 13 &amp; 14 Due Sunday 12/4 at 11:59 p.m.</td>
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<td>FINALS</td>
<td>Final Exam (Ch 5-7, 10, 13, 14) per TAMUCC SCHEDULE. Pay attention to announcements in class and on Blackboard regarding final exam instructions and deadlines</td>
<td>Final Exam will be due Monday December 12 at 11:59 p.m. See Blackboard for more details.</td>
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