Dr. Michelle M. Maresh-Fuehrer
Associate Professor of Public Relations
Office: Bay Hall 329
Office Hours: (Face to Face) MT 11:00AM-11:50AM & 2:15-3:00PM; (Virtual) W 2:00-4:00PM; By Appointment
Office Phone: 361-825-2273
E-mail: michelle.maresh-fuehrer@tamucc.edu

Course Description
The foundations, processes, and effects of human communication. A survey of contemporary theory and research, including language theory, nonverbal and small group communication, persuasion, and mass communication.

Student Learning Objectives
Upon successful completion of the course, students should be able to:
- Understand the history and development of communication theory.
- Discuss the main components of a variety of communication theories.
- Apply theoretical principles to “real world” situations, interactions, and messages.

Required or Recommended Readings


Website: Course assignments, discussion notes, and other pertinent messages will be posted on Blackboard. Students should verify that they receive Blackboard notifications and should check for messages daily.

Major Course Requirements

*Assignment descriptions appear on the 3rd and 4th pages of this syllabus*

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes (5 at 25 points)</td>
<td>125 points</td>
</tr>
<tr>
<td>Research Mapping – Draft</td>
<td>25 points</td>
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<tr>
<td>Research Mapping - Final</td>
<td>50 points</td>
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Total Points: 230

Grade Calculation:
- A: 90% of the total points = 207 points – 230 points
- B: 80% of the total points = 184 points – 206 points
- C: 70% of the total points = 161 points – 183 points
- D: 60% of the total points = 138 points – 160 points
- F: 50% of the total points = 000 points – 137 points

Course Policies

What are your expectations for my assignments?
- It should go without saying that quality work is an expectation. As a Communication student, it is expected that you will have effective writing and speaking skills and that you will seek my help if you need assistance in these areas. It is also expected that your work will be free from plagiarism and will show that you are thinking “beyond the textbook.”
- All assignments are due on the date shown on the course syllabus, unless otherwise noted. If otherwise noted, assignments are due on the exact date and at the exact time noted on the assignment. If an assignment is late or missed, the student will not receive credit for the assignment.
- Students should complete assignments on time to reduce the risk of emergencies, such as computer failure, running out of ink or paper, losing their work, or not having access to a printer or computer.
I have a question about one of my grades, what should I do?

- Should a student have a question about their grade on a particular assignment, I follow the 24/7 rule: students must approach me no sooner than 24 hours and no later than 7 days after the assignment has been returned. Once 7 days have passed, the topic will be closed for discussion.

What type of citations should I use in my writing and speaking assignments?

- All assignments should adhere to the current edition of the APA style guide.

I need help with my work, what should I do?

- Should any situation arise, where I can be of assistance (i.e., you do not have a printer; you do not understand the assignment guidelines, etc.), please e-mail me or come talk to me.
- I am happy to help students with their understanding of assignments by reading through one draft of each class assignment; however, I will not be able to provide adequate assistance within 48 hours of a deadline, so students should be proactive about starting their assignments and seeking feedback early.

What are the rules for classroom conduct?

- I treat my classroom as a small community; thus, we will maintain a harassment-free environment that is welcoming to different viewpoints and ideas. Any profane or inappropriate ethnic, gender, racial, age, appearance, and/or lifestyle-related comments will not be accepted. Any student who violates this policy will be asked to leave the classroom.
- Classroom/Professional Behavior: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. 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 VIII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, online classrooms, labs, discussion groups, field trips, etc.

Where can I find class notes and assignment pages?

- In line with the University’s efforts to be more environmentally responsible, you will need to access our course page on Blackboard to download class notes and assignment pages. If you have concerns about this for any reason, please come visit with me so we can identify a solution together.

Where can I reach the instructor to ask questions about class?

- You may reach me in person or by phone in my office during office hours or via e-mail. I will respond to e-mail within 24 hours Monday-Friday. During the weekend, I will make every effort to respond to your e-mail but cannot guarantee a timely response.
- I am happy to be friends on social media, but please do not ask questions about class using social media channels.

A Successful Course Experience

A successful experience in this course will depend on your individual commitment and work ethic. I encourage all students to communicate with me frequently throughout the semester, rather than waiting until the end of the semester to ask questions or express concerns. As in most courses, students should be proactive about their work and ready to discuss concepts and share examples. Furthermore, a professor who is familiar with their students is better able to help their students accomplish their personal goals, so make yourself known! If you have suggestions that will enrich your learning experience, please let me know.

Academic Integrity/Plagiarism

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a failing grade (0) on the assignment. Any student receiving more than one “0” for academic dishonesty or plagiarism will fail the course and may be expelled from the program. Note: All violations of academic honesty will be reported to the Dean and Office of Student Affairs who maintains document of such offenses for at least 5 years.
**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.

**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 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.

**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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. Monday, July 29 is the last day to drop a course this semester.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has 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. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Assignment Descriptions**
**Please do not use these guidelines to begin your work early, as they are incomplete. Full descriptions and grading rubrics will be provided on Blackboard in advance of the respective due dates.**

**Quizzes (5 at 25 points each; 125 points)**
Students will be given online quizzes over the topics discussed in class at the end of each topic unit to ensure content mastery and to help us identify areas that we may need to discuss further. These quizzes will consist of no more than 25 questions and will be based on the lecture videos, textbook and/or assigned supplemental readings, and personal experience.
Research Mapping Draft (25 points)
Students will be required to propose a research question they are interested in studying, identify the method that should be used to examine this question, and explain how one theory from the class discussion could be used to frame the data analysis. Students will be required to develop a draft of the Research Project Mapping assignment to obtain feedback from the professor before the final version is to be submitted.

Research Mapping Final (50 points)
Students will be required to propose a research question they are interested in studying, identify the method that should be used to examine this question, and explain how one theory from the class discussion could be used to frame the data analysis. Students should edit their draft according to the professor’s feedback and submit for a final grade.

**COMM-3310_W01 Schedule**
**This schedule is tentative and subject to change. All changes will be to the benefit of the student.**

<table>
<thead>
<tr>
<th>Week of July 8</th>
<th>Due Sunday at 11:59PM: Quiz 1</th>
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<tbody>
<tr>
<td>READ: Theories of the Self: Symbolic Interaction, Cognitive Dissonance, Expectancy Violations</td>
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<tr>
<th>Week of July 15</th>
<th>Due Sunday at 11:59PM: Quiz 2</th>
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<tr>
<td>READ: Theories of Relationships: Uncertainty Reduction, Social Penetration, Relational Dialectics, Communication Privacy Management</td>
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| Week of July 22 | Due Friday at 11:59PM: Research Mapping Draft  
Due Sunday at 11:50PM: Quiz 3 |
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<tbody>
<tr>
<td>READ: Theories of PR: Situational Crisis Communication Theory, Attribution Theory, Corporate Apologia, Image Repair Theory</td>
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<tr>
<th>Week of July 29</th>
<th>Due Sunday at 11:59PM: Quiz 4</th>
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<tbody>
<tr>
<td>READ: Theories of Media &amp; Public: Spiral of Silence, Uses and Gratifications, Cultivation Analysis, Cultural Studies, Rhetoric, Dramatism, Narrative</td>
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| Week of August 5 | Due Friday at 11:59PM: Research Mapping Final  
Due Sunday at 11:59PM: Quiz 5 |
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<tbody>
<tr>
<td>READ: Theories of Groups &amp; Culture: Groupthink, Structuration, Organizational Culture, Face Negotiation, Communication Accommodation, Muted Group</td>
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