COMM 3320.W01
Business & Professional Communication
Summer II 2020 – Online

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Office: Corpus Christi Hall Room 115
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: M, W, 2:00p-3:00p or 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, 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 resume to enhance individual career and/or educational marketability;
- Employ effective interviewing skills and techniques used in both F2F and electronic mediums;

REQUIRED TEXT: Quintanilla, K. & Wahl, S. (2013). Business and professional communication: KEYS for workplace excellence. 3rd 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:

Professional Attire is Required for all Video Assignments. No tank tops, t-shirts, baseball caps, pajamas, or casual attire will be allowed. Collared shirts, jackets, or nice blouses are appropriate. Record your assignments with a neutral or professional background. Do not record your assignments sitting in your bed. Proof your video for light quality and sound before submitting. Students who do not adhere to these course policies will receive a zero on the assignment with no opportunity for makeup.

1. Practical Practica Assignments (125 each): Much of this course focuses on applicable skills and products that will collectively comprise your professional portfolio as a job-seeking candidate.

   Introductory Video: This introductory video will be the first impression you make on your peers and professor. Introduce yourself in an upbeat and professional manner with appropriate environment and attire. Tell me about your major, extra curricular activities, any job experience, what you want to do when you graduate, and any other information you wish to share. Remember, first impressions are important!

   Elevator Speech: 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 5 other students as well. **Do not try to attach the video file to Blackboard.** Students who post a file instead of a link will receive a 0.

**Resume & Cover Letter:** Your resume and cover letter must clearly state your qualifications, background, and current career objectives. Each student is required to comment constructively on the resumes and cover letters of five 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.

**Mock Interview Video (125 points):** You will have the opportunity to verbally deliver 4 interview answers on video. Be clear, professional, and demonstrate high-caliber work. Prepare your responses and communicate professionally for the interview and practice your answers thoroughly. **The mock interview assignment 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 interviews of 5 other students as well. **Do not try to attach the video file to Blackboard.** Students who post a file instead of a link will receive a 0.

2. Discussion Forum Posts (200 points): Discussion forum posts for the summer are generally comprised of constructive peer feedback on video and written assignments. Each post must include the following:

3. Final Exam (300) Students will be graded on **1 final examination** during the semester. The exams will be objective (true/false and multiple choice) and subjective (short essay and list).

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<thead>
<tr>
<th>GRADE SUMMARY: ASSIGNMENT</th>
<th>POINT VALUE</th>
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<tbody>
<tr>
<td>Practical Practica Assignments</td>
<td>125 points each</td>
</tr>
<tr>
<td>Due Thursdays at 11:59 p.m.</td>
<td>(500 points total)</td>
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<td>Includes Icebreaker video, elevator speech video, resumes and cover letter, and draft interview responses.</td>
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<tr>
<td>Discussion Board Posts</td>
<td>50 points each</td>
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<tr>
<td>Due Mondays at 11:59 p.m.</td>
<td>(200 points total)</td>
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<tr>
<td>Includes feedback to peers, and generally thoughtful commentary on course content</td>
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<tr>
<td>Cumulative Final Exam</td>
<td>300 points</td>
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<tr>
<td>(Chapters 1-10, 13-14)</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 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.

**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:** As stated in University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures, 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.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

**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.

**Semester Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic/Content</th>
<th>Practicum Due Thursday @11:59 p.m.</th>
<th>Discussion Due Monday @11:59 p.m.</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td><strong>Intro to Course, Syllabus, Peer Introductions</strong></td>
<td>Practicum 1: Post Introductory Video per instructions on BB (Due Thursday)</td>
<td>Discussion 1: Reply to 5 peers per instructions on Blackboard (on same forum where intro was posted) (Due Monday)</td>
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<tr>
<td>Week 2</td>
<td><strong>Professional Excellence Chapters 1-3</strong></td>
<td>Practicum 2: Post Video version of your elevator speech (Due Thursday)</td>
<td>Discussion 2: Comment on 5 elevator speeches (Due Monday)</td>
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<td>Week 3</td>
<td><strong>Technology, Writing, and Presenting Chapters 8, 9, 13</strong></td>
<td>Practicum 3: Submit resume and cover letter (Due Thursday)</td>
<td>Discussion 3: Comment on 5 resumes and cover letters (Due Monday)</td>
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<tr>
<td>Week 4</td>
<td><strong>Interviewing Chapter 4</strong></td>
<td>Practicum 4: Submit Video of Interview Answers) (Due Thursday)</td>
<td>Discussion 4: Comment on Interviews of 5 peers (Due Monday)</td>
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<tr>
<td>Week 5</td>
<td><strong>Final Exam (Ch. 1-4, 8, 9, 13)</strong></td>
<td><strong>Final Exam</strong></td>
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