

Comm 3352: Communication in Professional Life (Online)

Spring 2022

Instructor: Dr. Leslie Y. Rodriguez

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Office: Library Suite 306M

Office hours:

In person: MTWR: 1:00 pm – 3:30 pm; And by Appointment

COURSE DESCRIPTION

A course designed to investigate the role of human communication in professional life. Attention to interviewing, workplace culture, interpersonal and team communication, professional presentations, and leadership.

REQUIRED COURSE MATERIALS

- **Book** – Floyd & Cardon. *Business and Professional Communication*, 1st edition. McGraw-Hill (2020).
- **Blackboard** - I will post my notes and handouts, as well as your grades, on Blackboard.
- **Angelo State E-mail** - You should have access to your Angelo State E-mail account. You are responsible for reading and, if necessary, responding to e-mails from me. I send e-mails through Blackboard to the class regarding homework, exams, etc.
- **Microsoft Office**- You will need access to Microsoft Word and PowerPoint. If you don't already have it, you can download it for free from <https://www.angelo.edu/services/technology/support/o365/>
- **YouTube Account**: Your speeches/presentations will require you to upload your videos to YouTube and submit a working link to Discussion Board. Please insure that you know how to upload to YouTube. It is my recommendation that you try this prior to your major assignments.

ASSIGNMENTS

We will explore the various contexts of business communication through the following assignments. Additional instructions (including the length of presentations, required visual aids, outlines to turn in, etc.) will be provided to you throughout the course of the semester.

Career Interview [150]: This assignment will familiarize you with various professions within your field. You will select a professional area of interest and you will interview a professional in that field. Once you have gathered information from your professional interview and from other sources, you will present your findings to the class (100 pts). You will also write a professional thank you letter as part of the assignment (50pts).

Investor Pitch [150]: You will select a business of your interest, then use research do develop a pitch for a proposed improvement of a product or service they offer.

Diversity Training [150]: Each of you will select one cultural group and will “train” his/her peers on this group including background, history, and best communication strategies. The training will incorporate Power Point/Prezi slides and an activity that involves the entire audience.

Outlines/Information Sheets [415]: You will have information sheets, outlines, and other assignments due throughout the semester. These assignments will assist you in preparing for your speeches/presentations.

Quizzes [135]:

*Syllabus Agreement Quiz (5 pts) – The syllabus agreement quiz insures that you have read your syllabus and that you acknowledge the major policies for the course. Each student is required to make a perfect 5 on the quiz to continue in the course.

*Chapter Quizzes (13@10 pts) - Multiple choice quizzes will be assigned to insure that students comprehend the reading assignments.

GRADING

Discussion of Graded Assignments: Success in this course requires thoughtful self-evaluation of your performance. A student wishing to contest a grade **must** present me with a **typed** (either e-mail or paper), well thought out case regarding the evaluation **within one week of having received the evaluation** of the assignment in question. The argument must be related to the assignment as presented and based on how it compares with the criteria for the assignment (not how it compares with someone else's work or how it will affect a student's GPA). Once the student has submitted his or her argument to me, I will

respond in writing within 7 days. Then we may meet face-to-face to view the speech in question and discuss ways to improve future papers/presentations.

Grades are determined on a points earned out of a maximum of 1,000 points. There will be no further rounding or curving of grades. Final grades are calculated as follows:

A = 1000-900 points
B = 899-800 points
C = 799-700 points
D = 699-600 points
F = 599 points or lower

COURSE POLICIES

Deadlines: All Weekly Folders will open on Sunday at 12 noon. Each students has until that Friday at 5 pm CST to complete the weekly assignments.

A "24 hr No Questions Asked" Extension is given to everyone from the Friday due date and time. As such, assignments for the week will not be considered late if turned in by 5 pm CST the Saturday of each week.

Any work turned in after the 24 hours extension will not be accepted. Read policies below regarding policies for late work.

Instructional Methods: A significant amount of the teaching/learning in this course is done by you through the presentation, observation, and evaluation of presentations. You will learn communication skills by practicing them.

The Internet, Blackboard, textbook, PowerPoint and the Microsoft office suite will also be vital tools in this course. Students are expected to have reliable access to technology as well as solid computer skills in the above areas which require an understanding of uploading, downloading and attaching files to both e-mail and websites.

Deadline Policy: **Deadlines** are outlined on the schedule, and any changes will be announced by me. Assignments must be turned by the date and time specified in the syllabus. **Assignments turned in after the due date are considered late. Late assignments are not accepted. All assignments (excluding speeches and presentations- read policy below for late speeches/presentations) will receive a 0 for that assignment if not turned in by the due date and time.**

PLEASE NOTE: A presentation/speech that is not turned in by the due date and time will result in an automatic F in the course regardless of your numerical average. – Slow upload speeds and technology issues are not valid excuses for late speeches. So, please work ahead of due dates to insure all assignments are turned in on time.

There are 2 excuses for turning in a late speech: 1) your hospitalization and 2) the death of an immediate family member. Both excuses require appropriate verification be turned in to get an extension for a late speech. Contact me BEFORE you miss your speech/presentation deadline so that we can begin the verification process. Accommodations will not be offered until verification has been received.

Recording Speeches: Students will be required to use various methods to record speeches. Some speeches/presentations will require a split screen recording, others may require voice over narration. It is the student's responsibility to read each assignment guidelines and adhere to the recording process and method. Examples for each will be offered throughout the course.

Written Work (presentation preparation, essay assignments, etc.) must be typed. Failure to type any written portion of an assignment results in a zero for that assignment.

Changes to the schedule may be made at my discretion and if circumstances require. It is your responsibility to note these changes when announced. Please consistently check your email and blackboard announcements for updates, changes, and reminders.

Academic Integrity: University standards regulating academic integrity (e.g., cheating, plagiarism, etc.) are strictly enforced. Infractions may result in a zero for the assignment or a failing grade in the course.

Plagiarism is a serious offense in this course. Using the words and ideas of others is borrowing something from those individuals. It is always necessary to identify the original source of supporting information; you must cite the source of any material, quoted or paraphrased, used in your presentation. The absence of this documentation constitutes **plagiarism** – a serious academic and professional offense. Proper documentation requires a bibliography of any outside texts you have consulted including both traditional sources and on-line sources.

Your responsibility as a speaker is to distinguish between what are *your* thoughts and ideas and what is not, and to credit those who have contributed to your presentation. Putting your name on a piece of work indicates that the work is *yours* and that the praise or criticism is due to *you* and no one else. Putting your name on a piece of work in which any part is not yours, is **plagiarism** – unless the borrowed thought or wording is clearly marked and the work is fully identified. Keep in mind that plagiarism is a form of theft. Taking words, phrasing, or sentence structure, or any other element of another person's ideas, and using them as if they were your own, is stealing. Simply paraphrasing the work of another without acknowledging the information source is also plagiarism. Merely restating another individual's ideas in different words does not make the ideas yours. ALL presentations are to be your original work. **Using speeches or presentations from previous semesters or other classes is still considered plagiarism. Unauthorized collaboration on presentations (with a student in your section or another student in a different section) is not allowed without prior approval from your instructor.** If you are caught being dishonest, you will be given an "F" for the assignment and/or the course depending on the severity of the offense.

Please understand I do not tolerate plagiarism and will fail you for it, even if your plagiarism is unintentional. These standards may seem subtle, so feel free to ask if you have questions or concerns. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students." In other words, I cannot and will not speak to your parents about details of your grades and progress in this course without your written consent.

Honor Code Policy:

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

Disability Statement:

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student's responsibility to initiate such a request by contacting Mrs. Dallas Swafford, Director of Student Development 325-942-2047 office or 325-942-2211 Fax dallas.swafford@angelo.edu University Center, Suite 112B

Title IX at Angelo State University:

The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:

Michelle Boone, J.D.

Director of Title IX Compliance/Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.boone@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic and Counseling Center* at 325-942-2173 or the *ASU Crisis Helpline* at 325-486-6345.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Holiday Observance:

- A. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.
- B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
- C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

Course Syllabus Statement on Required Use of Masks/Facial Coverings by Students in Class at Angelo State University:

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

CORE CURRICULUM STUDENT LEARNING OBJECTIVES

The objective of a communication component of a core curriculum is to enable the student to communicate effectively in clear and correct prose in a style appropriate to the subject, occasion, and audience.

Exemplary Educational Objectives

- 1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- 2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
- 3. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- 4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
- 5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
- 6. To develop the ability to research and write a documented paper and/or to give an oral presentation.

PROGRAM STUDENT LEARNING OBJECTIVES

- 1. Apply key communication principles that build positive interpersonal relationships in the workplace.
- 2. Have working knowledge and practice of various types of professional written and oral communication genres such as résumés, cover letters, industry profiles, research reports, business proposals, etc.
- 3. Identify ways in which a culturally diverse workforce can influence business communication.

STUDENT LEARNING OUTCOMES

- 1. Demonstrate understanding of the terminology and principles of public speaking through the production and performance of oral presentations and chapter quizzes.

This will support the ASU Learning Goal Statement #2: **CORE SKILLS:**

Students will become proficient in reading, writing, speaking, and listening. They will also develop quantitative literacy and technological fluency.

Students will

- comprehend and critically interpret information in written and oral forms;
- communicate information and ideas effectively;

- use technological resources to access and communicate relevant information.

This will also support ASU Learning Goal Statement #4: **SOCIAL RESPONSIBILITY**

Students will understand their responsibility as citizens in a complex, changing society.

Students will

- employ professional and personal judgments based on ethical considerations and societal values;
- understand civic responsibility and leadership;
- demonstrate an understanding of the purpose and value of community service in advancing society.

2. Create and deliver informative and persuasive oral presentations which incorporate elements of effective public speaking as identified through classroom lectures and assigned readings.

This will support ASU Learning Goal Statement #3: **SPECIALIZED SKILLS:**

Students will gain knowledge and skills appropriate both for their fields of study and to enter into the professional sector and/or graduate school.

Students will

- acquire research skills and specialized vocabulary for critical discourse;
- demonstrate competencies and achievements appropriate to their fields of study; and
- apply classroom learning in a combination of reflective practice and experiential education.

3. Utilize listening skills in critically assessing speeches presented by other speakers.

This will support University Learning Goal #5: **CULTURAL IDENTITY**

Students will gain insight into the ways cultural identities and experiences shape individual perspectives of the world.

Students will

- demonstrate respect for differences among cultures;
- practice the knowledge, skills, and attitudes essential for communicating and cooperating effectively with people of diverse backgrounds

Comm 3352 – 8 Weeks

WEEK	ASSIGNMENTS	DUE
Week 1 JAN 18	<ul style="list-style-type: none"> • Tuesday – Review Syllabus & Schedule; Take Syllabus Agreement Quiz, Read Chapter 1, Review Chapter 1 PowerPoint, Take Chapter 1 Quiz; • Wednesday– Read Chapter 8 &9, Review Chapter 8-9 PowerPoints, Take Chapter 8&9 Quizzes; • Thursday– Review “How To Split Your Screen” for “Tell Me About Yourself Assignment”; Complete “Tell Me About Yourself” Assignment – Post YouTube Link in Discussion Board; • Friday– Read Guidelines for Career Interview & Thank You Letter Assignments 	Week 1 Assignments due: Friday, January 21st by 5:00 PM CST
Week 2 JAN 24	<ul style="list-style-type: none"> • Monday – Read Chapters 10 & 11, Review Chapters 10 & 11 PowerPoints, Take Chapters 10 & 11 Quizzes. • Tuesday – Read Chapters 12 & 13, Review Chapters 12 & 13 PowerPoints, Take Chapters 12 & 13 Quizzes. • Wednesday– Complete Career Interview Question Selection Assignment (Submit under Assignment Link) • Thursday– Work on Completing Career Assignment Outline & Presentation Assignments (both due on Friday, Feb. 4th) • Friday– Work on Completing Career Assignment Outline & Presentation Assignments (both due on Friday, Feb. 4th) 	Week 2 Assignments due: Friday, January 28th by 5:00 pm CST
WEEK 3 JAN 31	<ul style="list-style-type: none"> • Monday – Read Chapter 14, Review Chapters 14 PowerPoints, Take Chapter 14 Quiz. • Tuesday – Work on Career Interview Outline • Wednesday– Upload Career Interview Outline in Weekly Folder • Thursday– Work on Career Interview Presentation • Friday– Upload Career Interview Presentation YouTube Link to Discussion Board 	Week 3 Assignments due: Friday, February 4th by 5 pm CST
Week	Assignments	Due
Week 4	<ul style="list-style-type: none"> • Monday – Write & Submit Career Interview 	Week 4 Assignments due:

FEB 7	<p>"Thank You" Letter</p> <ul style="list-style-type: none"> • Tuesday – Read Chapters 2 & 3, Review Chapters 2 & 3 PowerPoints, Take Chapters 2 & 3 Quizzes. • Wednesday– Read Chapters 4 & 5, Review Chapters 4 & 5 PowerPoints, Take Chapters 4 & 5 Quizzes. • Thursday– Read Chapter 6, Review Chapter 6 PowerPoints, Take Chapter 6 Quiz. • Friday– Read Cultural Training Assignment & Documents; Post Cultural Group You will Present a Training Over (View assignment for group possibilities; POST IN DISCUSSION BOARD) & Begin Working on Assignment 	Friday, February 11th by 5 pm CST
Week 5 FEB 14	<ul style="list-style-type: none"> • Monday – Thursday: Work on Gathering Information for Diversity Training Assignment • Friday– Turn in Diversity Training Information Sheet (ALL Sections Completed) 	Week 5 Assignments due: Friday, February 18th by 5 pm CST
WEEK 6 FEB 21	<ul style="list-style-type: none"> • Monday – Thursday: Work on Diversity Training Presentation • Friday– Upload YouTube Link of Diversity Training Presentation to Discussion Board 	Week 6 Assignments due: Friday, February 25th by 5 pm CST
WEEK 7 FEB 28	<ul style="list-style-type: none"> • Monday–Read Guidelines for Investor Pitch; Complete Course Evaluation • Tue-Friday–Turn in Investor Pitch Information Sheet 	Week 7 Assignments due: Friday, March 4th by 5 pm CST
WEEK 8 MAR 7	<ul style="list-style-type: none"> • Monday – Tuesday: Finish up on Investor Pitch Presentation • Wednesday: Upload Investor Pitch Presentation YouTube Link to Discussion Board 	Week 8 Assignments due: Wednesday, March 9th by 5 pm CST