

COMM 3352: Communication in Professional Life

Instructor: Dr. Benjamin Brojakowski

Spring 2022 – Porter Henderson Library 316

TTH – 11:00 a.m. – 12:15 p.m.

Instructor Information:

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Office Hours: MW: 11:00 a.m.–1:30 p.m.; TTH 12:30-2:30 p.m.; F 11:00 a.m. – 12:00 p.m.; By Appointment

Required Course Material:

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/>

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.

Student Learning Outcomes:

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, expositive, 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

Course Assignments (1000 points):

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. You will also write a professional thank you letter as part of the assignment.

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.

Exams [200]: You will take 2 exams throughout the course of the semester, each worth 100 points for a total of 200 points.

Worksheets [100]: Two worksheets valued at 50 points each will accompany two documentaries.

Assignment	Maximum Points Possible	My Points
Test 1	100 points	
Test 2	100 points	
Documentary Worksheet 1	50 points	
Documentary Worksheet 2	50 points	
Career Interview	100 points	
Thank you Letter	50 points	
Investor Pitch	150 points	
Diversity Training	150 points	
Peer Evaluations (6 @ 25 points)	150 points	
BlackBoard Posts/Participation	100 points	
TOTAL COURSE POINTS	1,000 points	

Course Grading

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

Course Policies

1. Attendance

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. The student is allowed to miss 3 days (MWF), 2 days (T/R), and 1 day (if class meets once a week) without penalty to the final grade. However, a student's absence will result in a zero for all work/assignments completed on that day. Once a student misses more than the allotted absences mentioned above, two (2) points will be deducted from the student's FINAL average for each additional absence. This number includes both EXCUSED and UNEXCUSED absences. You will be counted absent if you are not present for the entire class. Three tardies (more than 10 minutes) will result in an absence.

To be considered excused for a class absence, the student must be excused through the school as they will be attending a school sponsored event. In these cases, it is the responsibility of the student to complete any assignments they will be missing prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

2. Late Presentations

If you are not present when scheduled to give your speech and do not have a legitimate reason for being absent (i.e., hospitalization, funeral of close family member), YOU WILL RECEIVE A ZERO for that presentation. Only if an absence is excused through the school or the instructor will a student be allowed to make up a speech. If you have a legitimate reason for missing, YOU ARE REQUIRED TO MAKE UP YOUR SPEECH THE DAY THAT YOU RETURN. This means that you must have your documentation legitimizing your absence and your speech materials ready. You will be FIRST to present on the day that you return. However, if you do not have a legitimate reason, remember course policy states: FAILING TO GIVE A SPEECH ON THE ASSIGNED DATE WILL RESULT IN A ZERO. NOT DELIVERING ALL FOUR SPEECHES WILL RESULT IN AUTOMATICALLY FAILING THE CLASS REGARDLESS OF YOUR NUMERICAL AVERAGE.

3. Late Tests and Assignments

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student's responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class.

All late assignments will receive a 25% penalty for every day that they are late (including weekends).

4. Academic Misconduct

Plagiarism in your speech will result in a zero for the assignment, and the instructor may pursue additional measures. Speeches are to be the original composition of each student. Outside sources are required for each assignment with proper citing in a bibliography as required.

5. Class Etiquette

Please be a courteous student and peer. Use of cell phones in class will result in you being counted absent for the day, and will result in a 0 for any work completed on that day. Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their performance in the classroom. Failure to comply with this rule will result in you being reported to the Dean of Student Life.

6. Dress Requirement

Appropriate dress is required for each speech. Specific requirements will be announced by the instructor prior to the speech.

7. 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

8. 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

9. Religious 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.

10. Language

Under no circumstance will racist, sexist, homophobic, or any other type of oppressive language be tolerated in COMM 3352. Please think before you speak and use your language carefully. I reserve the right to ask you to leave class with no credit for attendance if your language crosses this boundary.

We must respect one another's opinions, even when we disagree with them. This is not to say that debate is unwelcome. Rather, I expect healthy, reasoned, thoughtful debate that in all ways respects and values the individual person. Be prepared to provide and support your arguments.

11. Social Media

I do not communicate with students on social media. All of my active social media accounts are set to private and I will not accept/request social media connections with students.

12. Title IX Statement

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 Title IX Coordinator at:

Michelle Miller, J.D.

Title IX Coordinator

Mayer Administration Building, Room 210 325-942-2022

michelle.miller@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* at 325-942-2171, *Counseling Services* at 325-942-2371 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.

Course Schedule

Class Dates	Chapter Readings	Due Dates
Week 1 Jan. 18	Introduction to Course; Course Syllabus	Class Activity
Week 2 Jan. 24	Chapter 1 Career Interview Assignment	Class Activity
Week 3 Jan. 31	Chapters 2 & 3 Documentary #1	Career Interview BlackBoard Post Due Sunday Feb. 6
Week 4 Feb. 7	Chapters 11-14 Library Research	
Week 5 Feb. 14	Chapters 4 & 5 Career Interview Presentations	*See Speech Order
Week 6 Feb. 21	Career Interview Presentations	*See Speech Order
Week 7 Feb. 28	Chapters 8-9 Introduce Documentary #2 Introduce Diversity Training Assignment	Exam #1 – Thursday March 3 Diversity Training BlackBoard Post Due Friday March 4
Week 8 March 7	Finish Chapters 8-9 Diversity Training Workshop	Bring Research Materials to Class
Week 9 March 14	Spring Break	No Classes
Week 10 March 21	Diversity Training Presentations	*See Speech Order
Week 11 March 28	Diversity Training Presentations	*See Speech Order
Week 12 April 4	Chapters 6, 7, & 10 Introduce Investor Pitch Assignment	Investor Pitch BlackBoard Post Due Sunday April 10
Week 13 April 11	Investor Pitch Workshops	Bring Research Materials to Class

Class Dates	Chapter Readings	Due Dates
Week 14 April 18	Investor Pitch Presentations	*See Speech Order
Week 15 April 25	Investor Pitch Presentations *Last Day to Drop Classes – April 28*	*See Speech Order
Week 16 May 2	Extra Credit & Exam Review	
Final Exam Week	Final Exam	Tuesday – May 10 10:30 a.m.–12:30 p.m.