

Marshall University

Course Title/Number	Business an Professional Speaking, CMM 207 (sec201) & (sec204)
Semester/Year	Spring 2012
Days/Time	MWF 110:00-11:50 and TTh 9:30-10:45
Location	SH232 and SH261
Instructor	Linda Cole
Office	251 SH
Phone	6-5291
E-Mail	colel@marshall.edu
Office/Hours	MTWTH 12:1:30
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at www.marshall.edu/academic-affairs/policies Students with Disabilities Affirmative Action Computing Services Acceptable Use Excused Absence (undergraduate) Academic Dishonesty Inclement Weather MU Alert

Course Description: From Catalog

A study of the communication demands and skills relevant to the student's future role as a business or professional person.

General Education Program Student Learning Outcomes

Upon completion of the Core Curriculum at Marshall University, students will be able to master the following Core Domains of Critical Thinking:

- 1 . Aesthetic/Artistic
- 2 . Communication (Oral, Written, Visual)
- 3 . Information Literacy
- 4 . Mathematical and Abstract
- 5 . Multicultural/International
- 6 . Scientific
- 7 . Social/Ethical/Historical

Relationships among Course, Program, and Degree Profile Outcomes

Course Outcomes	How Accomplished in this Course	How Evaluated in this Course	Program Outcomes	Degree Profile Outcomes
Students will identify and explain principles and terms common to business and professional communication.	Lecture, reading, in-class discussion and activities.	demonstrated knowledge of concepts and ability to classify, describe, restate concepts about communication processes on midterm and final exams.	2	Specialized Knowledge Applied Learning
Students will recognize communication contexts (interpersonal, group, organizational, and public).	Lecture, reading, in-class discussion and activities.	demonstrated ability to apply concepts in written assignments and oral presentations.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning

Students will analyze communication contexts in order to develop effective messages.	Lecture, reading, in-class discussion and activities, library research, written outlines and audience analyses.	demonstrated ability to synthesize and evaluate communication contexts in written assignments and oral presentations.	2, 3, 4	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
Students will research, organize and deliver informative presentations.	Lecture, reading, in-class discussion and activities, library research, written outlines, oral presentations.	demonstrated research, organization, and delivery ability in written assignments and oral presentations.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
Students will research, organize and deliver persuasive presentations.	Lecture, reading, in-class discussion and activities, library research, written outlines, oral presentations.	demonstrated research, organization, and delivery ability in written assignments and oral presentations.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
Students will demonstrate knowledge and competence in the interviewing process.	Lecture, reading, in-class discussion and activities, library research, written assignments and in-class job interview simulations.	demonstrated knowledge and competence in the interviewing assignment including cover letters, resumes, thank you letters, interview questions, self analyses and evaluations.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning
Students will research, organize and deliver crisis briefings presentations.	Lecture, reading, in-class discussion and activities, library research, written outlines, oral presentations.	demonstrated research, organization, and delivery ability in written assignments and oral presentations.	2, 3	Specialized Knowledge Broad, Integrative Knowledge Applied Learning

Required Texts, Additional Reading, and Other Materials

<p>1. DiSanza, J. R., & Legge, N. J. (2009). <i>Business and professional communication</i>. Boston: Pearson Education Inc.</p> <p>2. <i>Business and Professional Communication Student Workbook – 3rd Edition</i></p>
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Course Requirements / Due Dates

Written Assignments: Presentation outlines are due when the presentation is given. Students will assigned a date for each presentation in class. Presentations will be assigned, as noted on the course schedule, within the range of dates listed alongside each specific assignment.	
	<u>Points</u>
Informational Technical Outline	25
Sales Outline	30
Employment Interview (Questions, Evaluation, Assessment, etc.)	150
Portfolio	
Proposal Outline	50
Total Points	255
Oral Assignments:	
Informational Technical Presentation	60
Sales Presentation	70
Persuasive Proposal Presentation	100
April 16 and April 19	
Exams:	

Midterm	60
Final Exam (Comprehensive)	120

Total Points Possible in course 665

Grading Policy

Grades will be calculated on a straight scale:

A = 90% C = 70% F = 59% or less
 B = 80% D = 60%

Attendance Policy

The emphasis of this course is on communication. You must be willing to participate and seek feedback from your instructor and peers in order to improve your communication skills, therefore, it is essential that you attend class and take part in exercises and assignments. It is highly likely that missing classes will (a) prevent you from understanding expectations for assignments and will result in a reduction in your ability to earn high scores on your oral and written assignments and (b) will make learning the content of your text book and workbook more difficult and so will result in a reduction in your midterm and final exam scores as well.

Absences that are approved by the University will be excused when the student reports and verifies them with the instructor. You must contact your instructor about any absence and make arrangements for make-up work.

Make-up work will be permitted at the discretion of the instructor. Failure to notify your instructor promptly may result in your not getting credit for missed assignments and not being able to make-up missed work.

How many absences will be tolerated?

You may miss up to three (3) classes without an excused absence report from the Dean’s office without penalty, HOWEVER, each additional unexcused absence will result in 40 points (which is about 5% of 875 points) being subtracted from the sum of points you will earn on your assignments. In order to make up missed work, you must contact me promptly when you have missed a class during which assignments are due.

Making-Up Missed Presentations:

Students may be permitted to make-up one missed presentation without a university approved excuse. If you are given permission to make-up a missed presentation, it can only be rescheduled only one time and it must be given within two class periods of the missed presentation. Any subsequent unexcused missed presentations cannot be rescheduled and you will receive a zero for both the missed presentation and the preparation outline for that presentation. All presentations must be given in class for your peers (not to your instructor in her office).

THE STUDENT IS RESPONSIBLE FOR ANY MISSED HANDOUTS OR INFORMATION ABOUT ASSIGNMENTS.

IF YOU MISSED CLASS IT IS YOUR RESPONSIBILITY TO FIND OUT WHAT HAPPENED IN CLASS THAT DAY .

PLEASE SILENCE YOUR CELL PHONE UPON ENTERING THE CLASS. NO TEXTING OR READING TEXTS ALLOWED.

PLEASE MAKE ANY PHONE CALLS BEFORE ENTERING THE CLASSROOM OR IMMEDIATELY UPON LEAVING.

Course Schedule

Week	Reading Assignments/In-class Topics and Activities
1 Jan 9 –13	Introduction Overview of course Chapter 1 Read 2
Week 2 (16-20)	Chapter 2 (Listening) Chapter 4 (Power and Politics)
Week 3 (23-27)	Chapter 6 Audience Feedback Chapter 7 Preparing and Delivering the Speech Chapter 9 Technical Presentations

Week 4 30-3rd	Chapter 9 continued TECHNICAL PRESENTATIONS DUE
Week 5 Feb 6-9	Speeches Continue
Week 6 Feb13-17	Chapter 11 Sales Presentations
Week 7 20-24	SALES PRESENTATIONS DUE
Week 8 27-M2	Speeches Continue MID_TERM EXAM
Week 9 Mar 5-9	Chapter 5 Employment Interviews
Week 10 Mar 12-16	EMPLOYMENT INTERVIEWS CONDUCTED
Week 11 Mar 19-23	SPRING BREAK (NO CLASS)
Week 12 26-30	Chapter 10 Proposal Presentations
Week 13 April 2-6	PROPOSAL PRESENTATIONS DUE
Week 14 April 9-13	Speeches continue Chapter 14 and 15 Risk Communication
Week 15 April 23-27	27th last day of classes
FINAL EXAM TBA	

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* Note: All class time will be used; if presentations take less time than scheduled, lecture, discussion, and/or other class activities will be conducted.

