**Marshall University**

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| Course Title/Number | CMM 207: Business and Professional Speaking |
| Semester/Year | Fall 2012 |
| Days/Time | Tuesdays and Thursdays 12:30 – 1:45 |
| Location | Smith Hall Room 232 |
| Instructor | Dr. Cynthia Torppa |
| Office | 245 Smith Hall |
| Phone | 304- 696-3901 |
| E-Mail | [torppa@marshall.edu](mailto:torppa@marshall.edu) |
| Office/Hours | Mondays 2:00 pm – 5:00 pm Wednesdays 1:00 pm – 4:00 pm  Tuesdays 10:45 am – 12:30 pm Thursdays 10:45 am – 12:30 pm |
| 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](http://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**

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

**Relationships among Course, Program, and Degree Profile Outcomes**

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| **Course Outcomes** | **How Accomplished in this Course** | **How Evaluated in this Course** |
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |

**Required Texts, Additional Reading, and Other Materials**

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| **1.** DiSanza, J. R., & Legge, N. J. (2009).  *Business and professional communication.* Boston: Pearson Education Inc.  **2.** *Business and Professional Communication Student Workbook – 3rd Edition* |

**Access to this Syllabus**

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| This is the only physical or hard-copy of this syllabus you will receive. Electronic versions of this syllabus can be accessed on MU Online (Blackboard) and MyMU under the appropriate course listing. |

**Course Requirements / Due Dates**

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| **Outlines are due when the presentation is given. Presentations will be assigned to each student within the range of dates listed alongside each specific assignment.**  **Points Due on the date assigned between:**  Informational Technical Outline 25 Topic and resources due - September 11  Outline due with presentation  Sales Outline 30 Topic and resources due – September 27  Outline due with presentation  Position Description, Research, Résumé  & Cover Letter 85 October 23  Thank You Letter 15 November 6  Persuasive Proposal Outline 50 Topic and resources due – November 1  Outline due with presentation  Crisis Briefing Outline 60 Topic and resources due – November 29  Outline due with presentation  **Total Points 345**  **Oral Assignments:**  Informational Technical Presentation 60 September 18, 20, & 25  Sales Presentation 70 October 2, 4, & 9  Employment Interview 80 October 25, 30, & November 1  Persuasive Proposal Presentation 100 November 8, 13, 15  Crisis Briefing Presentation 120 December 4, 6, & 11  **Total Points                350**  **Exams:**  Midterm 60 October 16  Final Exam (Comprehensive) 120 December 18, 12:45 pm  **Total Points Possible                                    875** |

**Grading Policy**

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| Grades will be calculated on a straight scale:  A = 90% C = 70% F = 59% or less  B = 80% D = 60% |

**Attendance & Assignments Policies**

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| 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.  A reasonable number of 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 to discuss the possibility of being permitted to make-up work. PLEASE NOTE: No student who misses seven or more of the class sessions, whether those absences are excused or not, will receive a passing grade for the course.  **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 a 40 point reduction from the sum of points you 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 and 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).  **Late Outlines.** Students may be permitted to turn in one outline later than the date on which the presentation is given without a university approved excuse. A late outline must be turned in within two class periods of the presentations. **Students must turn in hard copies of all written assignments – no electronic copies will be accepted.** |

**Course Schedule**

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| **Week** | **Reading Assignments/In-class Topics and Activities** |
| 1  August  28 & 30 | Introduction |
| Chapter 6: Considering Audience Feedback  Chapter 7: Preparing and Delivering Presentations |
| 2  September  4 & 6 | Chapter 8: Creating and Using Visual Aids |
| Chapter 9: Technical Presentations |
| 3  September  11 & 13 | Chapters 1: The Role of Communication in Business and the Professions  Chapter 2: Listening and Feedback in Organizational Relationships  *Technical Presentation topic and resource list is due* |
| Chapter 11: Sales Presentations and Chapter 10: Proposal Presentations |
| 4  September  18 & 20 | Technical Presentations |
| Technical Presentations |
| 5  September  25 & 27 | Technical Presentations |
| Chapter 4: Interpersonal Politics and Power in Communication  *Sales Presentation topic and resource list is due* |
| 6  October  2 & 4 | Sales Presentations |
| Sales Presentations |
| 7  October  9 & 11 | Sales Presentations |
| Catch-up; Midterm Review |
| 8  October  16 & 18 | Midterm, Chapters 1, 2, 4, 6, 7, 8, 9, 10, and 11 |
| Chapter 5: Professional Interviews |

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| 9  October  23 & 25 | Chapter 5: Professional Interviews, continued  *Position Description, Research, Resumes and Coverletters due* |
| Interviews |
| 10  October 30 & November 1 | Interviews |
| Interviews  *Proposal Presentation topic and resource list is due* |
| 11  November  6 & 8 | Chapter 10: Proposal Presentations |
| Proposal Presentations |
| 12  November  13 & 15 | Proposal Presentations |
| Proposal Presentations |
| 13  November  20 & 22 | Thanksgiving Break |
| 14  November  27 & 29 | Chapter 13: Crisis Communication |
| Chapter 12: Risk Communication  *Crisis Presentation topic and resource list is due* |
| 15  December  4 & 6 | Crisis Presentations |
| Crisis Presentations |
| 16  December 11 | Crisis Presentations |
| Chapter 3: Working in Groups and Teams |
| **Comprehensive Final Exam (All Chapters will be included):**  **Tuesday, December 18th at 12:45 pm** | |

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